

Bridport Community Initiative Family History Survey

Project Report

(December 2004)



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On Behalf Of the
Bridport Community Initiative

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Executive Summary

- The West Dorset Research Centre was used more than the Local History Centre at Bridport Museum
- Greenwood Tree publication was the main source of information used to find out about the Centre
- Staff time and assistance was the resource most used by visitors to the WDRC whereas it was files at the local history centre.
- Under half of visitors spent 4 or more days visiting the WDRC whereas visitors to the local history centre tended to visit for shorter periods (2 days or less).
- Over half of all visitors were researching Families in West Dorset at both centres.
- The majority of people started researching through curiosity roused by family papers and photographs
- Over half of visitors had been researching family history for over 10 years at the WDRC. This tended to be far less at the local history centre with only a third having researched that long. Many had only been doing it for 2 years or less.
- Over three quarters of respondents were researching local history; however regional, national and international research was very evident. There was fractionally more national research going on at the local history centre than the WDRC.
- The vast majority of respondents to both centres have used Dorset Record Office as an additional facility
- Two thirds of respondents use the internet regularly at the local history centre this is much higher than the WDRC were only just over a third use the Internet regularly.
- Over two thirds disagree or strongly disagree to learning how to use the internet at the local history centre only half at the WDRC. This may be because they already know how to use it. Or it may be age related with those in the older age brackets being less inclined to learn new skills. We have not asked age so are not able to surmise whether the lack of desire to learn may be due to age. The WDRC appears to have more visitors (40%) than the local history centre (25%) who would like to learn how to use the Internet.
- Three quarters of respondents Strongly disagree or disagree to the Statement “I do not use a computer” which would support the previous notion that maybe people are already so familiar with computers that they therefore do not need to learn how to use them. These results are very similar for both centres.
- Respondents rate all aspects of the centre highly but Provision of research facilities is the most highly rated aspect.
- It is noted from the research that the local history centre is easier to find than the WDRC.
- The vast majority of respondents to both centres are likely to use the centre again as well as to recommend it to others. Recommendation of the WDRC is higher by 17% than the local history centre
- Two thirds of respondents have used the WDRC on more than three

occasions. Where as two thirds of local history centre respondents are on their first visit.

- Over half would be prepared to pay to use the facilities at the WDRC where as only just over a third would at the local history centre.
- Only a quarter of all respondents would be prepared to pay for private research. This is slightly less at the local history centre with only a tenth prepared to pay.
- More parish registers is what is wanted by visitors to the local history centre and the 1901 Dorset Census was most desired as a new research tool at the WDRC.
- Over half all respondents travel from home to do their research with just under half travelling under 5 miles. Although there appears to be a greater variety of travel origins by local history centre respondents e.g. people coming from all the different options. The vast majority of all respondents come by car.
- A third of WDRC respondents were on a morning or afternoon outing while doing their research, whereas a third of local history centre visitors were on a main holiday of 4 nights or more.
- Half of all those on a short break stayed for between 4-7 days.
- Just over half all respondents were combining their family History studies with a holiday, it being the secondary reason for a holiday.
- On a typical day respondents were making a short visit to the centre and combining it with other activities such as shopping, eating drinking, etc. This combining of activities was greater in local history visitors than the WDRC.
- Groups with 2 adults were the commonest size; there were very few children in these groups. Three quarters of those visiting were without children.
- There was a positive economic impact on the Bridport area from those visiting the centres. For every pound spent by visitors on accommodation, food and drink etc, an extra 80p was generated for tertiary industries.
- Researchers came from all geographical locations with half being local to Bridport, Beaminster and Dorchester areas.
- A third of respondents had a degree.
- Respondents covered all socio-economic groupings with over a third representing group B.

1: Background

1.1: The Market Research Group (MRG)

MRG aims to be a key and cost effective resource for the provision and interpretation of market intelligence for all its clients. The group offers expertise, experience and advice in the field of market research, tailored to suit the needs of individual clients. MRG has specialised in consultation of this sort, and has numerous projects to its name.

Through its work with major heritage organisations in the United Kingdom The Market Research Group has now established an unprecedented level of expertise and data in this area. Specific areas of research conducted over many years includes:

- Visitor Surveys
- Audience Research
- Access Plans
- Attraction surveys
- Feasibility and property audits
- Focus Groups
- On-line surveys
- Service enhancement research
- Market Segmentation
- Mystery Shopping
- Research into the leisure and heritage market

The data collected in this area enables us to provide valuable benchmarking and effective key performance indicators plus trend analysis in the heritage market place within the wider context in which it operates.

We work in close partnership with our clients, getting results yet also adapting to their needs and wants.

1.2: Bridport Community Initiative

Bridport Community Initiative (BCI), have invited the Market Research Group to undertake a Family History Survey. This includes audience research to assess the current trends of the needs of local family history service users, as well as assessing the economic impact of the service currently provided by the West Dorset Research Centre and the local history centre at the Bridport Museum. It will also outline options for the future of the organisation and operation of these services.

2: Research Aims & Objectives

The broad aim of the research is to provide the BCI with a comprehensive assessment of current trends and a measure of the economic impact of the service currently provided.

2.1: Research Objectives

More specifically this project will seek to achieve the following:-

- To provide a clear picture of current local, regional and national trends in using family history research facilities.
- To provide an assessment of market growth/decline in relation to family history services (including academic and leisure pursuit) over the past five years.
- To provide an indication as to whether this pattern of growth/decline is likely to continue over the next five years.
- To compare the level and variety of services offered by the current West Dorset Research Centre and Bridport Museum's Local History Centre with three other similar services.
- To gauge an accurate profile of users of the West Dorset Research Centre and the Bridport Museum's Local History Centre.
- To gauge the type of service users require/wish for.
- To measure the number of potential repeat visits from outside West Dorset as a result of this research.
- Produce a report giving details of research findings.

3: Methodology

A programme of research using both qualitative research and quantitative research was conducted. The former provides background and depth to some of the issues raised, specifically by providing a clear picture of local, regional and national trends in using family history research facilities. Quantitative research provides robust data regarding such issues as profiles of existing users, potential new users, user needs and other issues such as rating the levels and variety of services provided.

The results ensuing from this research will inform the BCI and provide outline options for future organisation and the operation of the services it provides.

3.1: Audience Research - Methodology

3.1.1: Target Population

In this case, the target population (those of interest to the research) were all visitors to the West Dorset Research Centre and Bridport Museum's Local History Centre.

3.1.2: Sampling Method

A small database consisting of 93 previous users of the West Dorset Research Centre were surveyed via a questionnaire sent by post. In addition daily visitors to both facilities were handed the same questionnaire to complete after they had used the facilities during the summer months.

3.1.3: Sample Size

200 questionnaires was the target sample size because of costs and the time available. 100% of respondents completed the questionnaire themselves. Both the centres distributed the questionnaires as and when visitors came in to use the facilities. The desired sample was not achieved, only 89 questionnaires were returned completed, 16 short ones and 73 long ones. However the data is still relevant. Of these 36 long questionnaires were from WDRC visitors, 19 were from visitors to the local history centre at Bridport Museum and 18 were from those who had visited and used both facilities.

The table below shows the response received, and associated levels of statistical validity, or margin of error, at the 90% confidence level. A 90% confidence level means that there is only a 10% or 1 in chance in 10, of the results being less accurate than the margin of error.

Respondent	Responses Received	Confidence Interval
Survey	89	+/- 4.00

From this information, we can be confident that there is only a 4% chance of the true results lying outside +/- 10% of the results of the visitors surveys presented in this report.

3.1.4: Fieldwork Timing

Fieldwork at the research centres was conducted from 20th May until 29th October. The survey to those on the database went out on 25th May 2004.

The object was to get a sample of 200 visitors who had used the facilities at the centres. Staff at the centres distributed questionnaires to those that had used the facilities during this time.

3.1.5: Data Collection

Data collection is the method used to administer the questionnaire. For the purposes of this research, a combination of postal survey and direct distribution for self-completion was used. This method was adopted as more responses could be obtained in a shorter amount of time dependent on the volume of people using the centres. This combination method was deemed most appropriate because:-

- The survey could be managed remotely relying on the Centres' staff to distribute the questionnaire.
- A small database had recently been constructed recording those that had used the West Dorset Research Centre within the past year.
- Visitors could complete the questionnaire at their leisure and return it in a prepaid envelope.
- Questionnaires were distributed at the local history centre at Bridport Museum as and when the visitors used the facilities.

3.1.6: Maximising Response

The usefulness of the survey was dependent on achieving the predetermined sample size of 200. In order to maximise the target population's response two types of questionnaire were designed. A long one surveying non local visitors who had come from further a field to do research and were staying in the area and therefore may have had an impact on the local economy i.e. spending money on accommodation and entertainment while on holiday and researching their family history. The second survey was a shorter version designed for local and repeat users who lived nearby and were less likely to be contributing additional revenue to the local economy.

3.1.7: Questionnaire design

The questionnaires, copies of which are appended to this report (*Appendix 9.1.6 & 9.1.7*) were designed by MRG specifically to fulfil the research objectives, and include; pre-code (tick response), numeric, literal (open-ended) and rating (five-point scale) questions. The target population were those who had visited either the Local History Centre at Bridport Museum or the West Dorset Research Centre.

3.1.8: Data Analysis and Reporting

Once the data had been collected, all responses were assigned a code number for ease of computer data processing. Frequency tabulations and cross-tabulations were then produced to fulfil the information requirements of the survey.

3.1.9: Limitations of Data

In the absence of detailed quantification of data, economic modelling provides the most accurate means by which economic impacts can be analysed. However, economic modelling is necessarily an estimation procedure. All results flowing from modelling is necessarily an estimation procedure. All results flowing from modelling techniques should therefore be regarded as indicative only, and a margin of error anticipated.

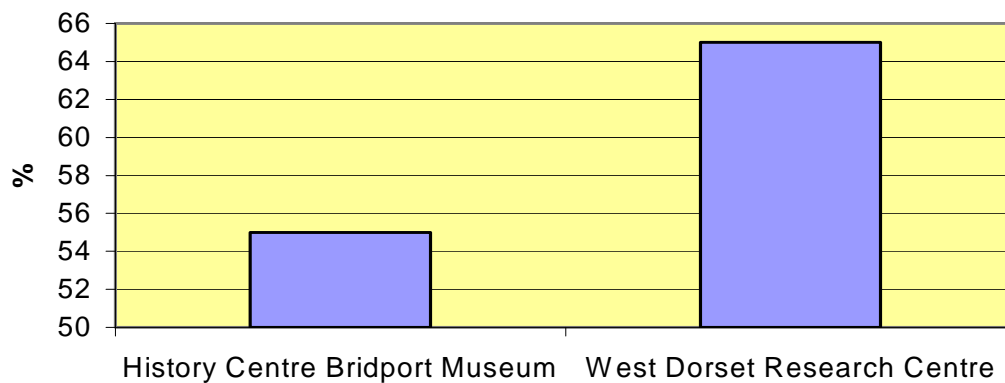
4: Research Findings

This section of the report discusses the findings of the survey, which are presented in question order where possible, and an explanation of each graph or table is provided. The graphs include valid (all answering) Percentages.

All Tables identify the responses from the two different research centres as well as when respondents used both centres.

4.1: Which Centre did you use?

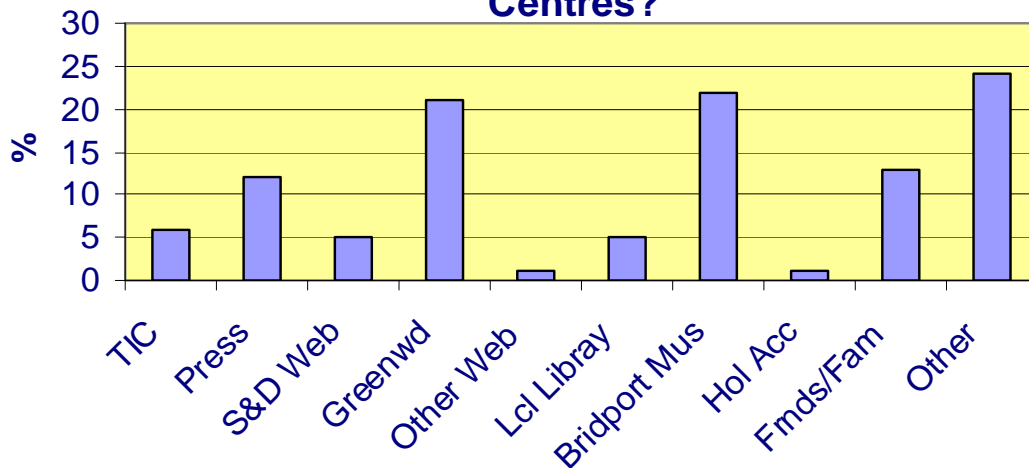
Centre Used



The West Dorset Research Centre is visited or used more than the local history centre at the Bridport Museum but many respondents have used both centres.

4.2: How did you first hear about the centres?

How did you hear about the Research Centres?



The Greenwood Tree publication and the Bridport Museum are the main source of information for the centres, “other” sources sited were: -

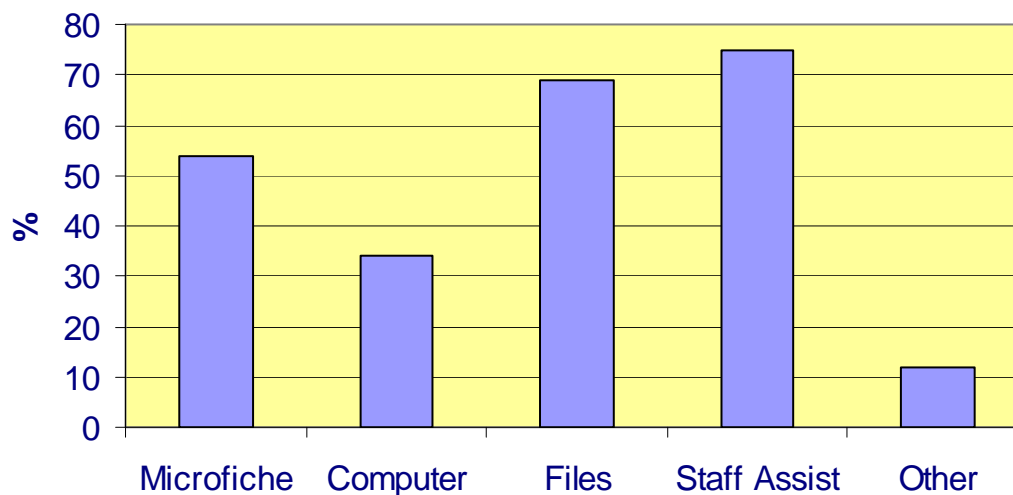
Adult education genealogy course	history Society
As a member of the history group	S&DFHS
Bridport harbour info centre	SDFHS
Bridport History Society	SID FHS
Charmouth FHS	Telephone directories
Dorset family history society	West Dorset Genealogical Research Centre
Education Classes	West Dorset group
Family History Society	West Dorset meetings
FH membership	Work there
Helped set up WDRC	
Member of S&DFHS and Bridport	

Table 4.2 shows how respondents found out about the centre or centres they had used. The Greenwood Tree publication was a good publicity source for both centres.

4.2.: How did you first hear about the centre?				
		Bridport	WDRC	Both
Tourist Information Centre	Count	2	0	1
	Col %	13%	0%	6%
Local Press	Count	2	3	2
	Col %	13%	10%	11%
Somerset & Dorset Family History Website	Count	0	2	1
	Col %	0%	6%	6%
Greenwood Tree publication	Count	2	8	5
	Col %	13%	26%	28%
Family History Website	Count	0	1	0
	Col %	0%	3%	0%
Local Library	Count	0	2	0
	Col %	0%	6%	0%
Bridport Museum	Count	5	5	2
	Col %	31%	16%	11%
Holiday Accommodation	Count	0	1	0
	Col %	0%	3%	0%
Friends / Family (Word of Mouth)	Count	1	3	7
	Col %	6%	10%	39%
Other	Count	4	10	5
	Col %	25%	32%	28%
Total Count		16	31	18
Total %		100%	100%	100%

4.3: Which resources did you use?

Which resources did you use?



Staff, were the most well used resource at the centres and this is supported by comments to be found below:-

Books
Printed books
Maps
Books

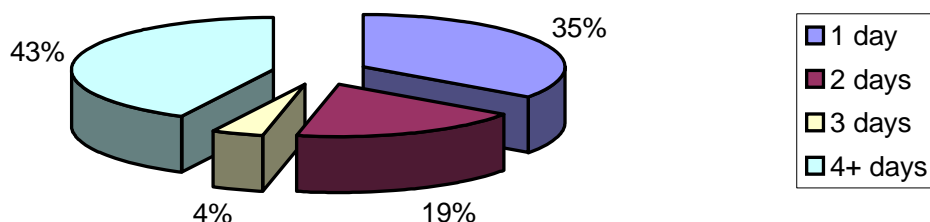
PR transcripts
Exhibition material
Maps
Family tree deposit

4.3: Which resources did you use?				
		Bridport	WDRC	Both
Microfiche/film reader	Count	7	20	14
	Col %	41%	59%	78%
Computer	Count	2	14	9
	Col %	12%	41%	50%
Files	Count	14	21	13
	Col %	82%	62%	72%
Staff assistance	Count	12	27	13
	Col %	71%	79%	72%
Other	Count	3	5	2
	Col %	18%	15%	11%
Total Count		17	34	18
Total %		100%	100%	100%

Table 4.3 shows that files were the most used resource at Bridport Museum whereas Staff assistance was most used at the WDRC.

4.4: How many days did you spend at the centre?

Number of days spent at the Research Centre



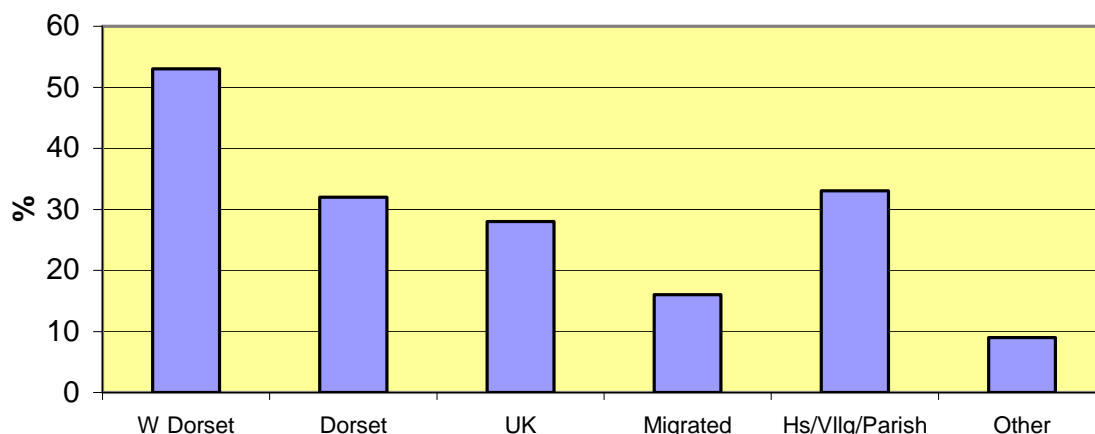
43% of visitors have spent 4 or more days visiting the centres. 35% have spent only one day.

4.4: How many days have you spent at the centre?				
		Bridport	WDRC	Both
1	Count	9	10	1
	Col %	53%	33%	6%
2	Count	6	5	3
	Col %	35%	17%	18%
3	Count	1	2	0
	Col %	6%	7%	0%
4 +	Count	1	13	13
	Col %	6%	43%	76%
Total Count		17	30	17
Total %		100%	100%	100%

Table 4.4 shows that people visiting the local history centre at Bridport tended to visit for shorter periods (2 days or less) whereas the WDRC tended to attract those who stayed for longer (4 days +).

4.5: What were you researching?

What were you researching?



Researching families in West Dorset was the most common type of research at 53%. Researching houses, villages and parishes were the next most popular areas to research.

4.5: What are you researching today?				
		Bridport	WDRC	Both
Families in West Dorset	Count	12	20	10
	Col %	71%	57%	56%
Families in Dorset	Count	3	10	9
	Col %	18%	29%	50%
Families elsewhere in UK	Count	1	12	9
	Col %	6%	34%	50%
Families who have migrated	Count	2	6	4
	Col %	12%	17%	22%
House/Parish/ Village research	Count	3	10	8
	Col %	18%	29%	44%
Other	Count	1	3	1
	Col %	6%	9%	6%
Total Count		17	35	18
Total %		100%	100%	100%

Table 4.5 indicates that research into “families in West Dorset” was the most common type of research undertaken at both centres.

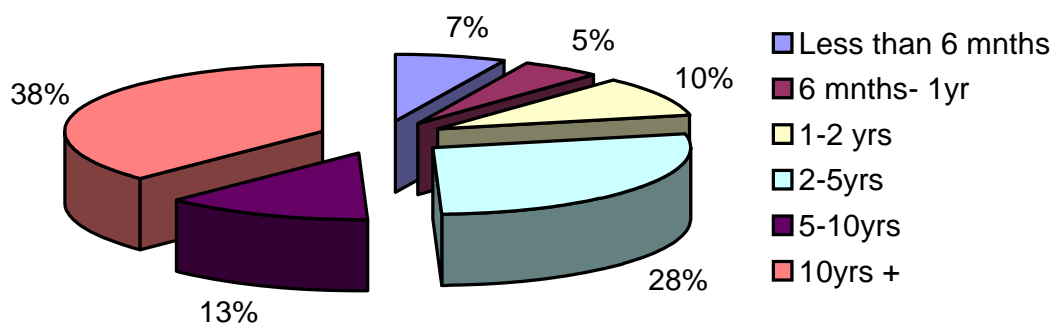
4.6: Why did you start researching?

The majority of people started researching because they were generally interested in and curious about their family history. Some had been prompted to investigate after inheriting or receiving family papers and photographs. The full

list of reasons can be seen in *Appendix 9.1.1*.

4.7: How long have you been researching family History?

How long have you been researching?

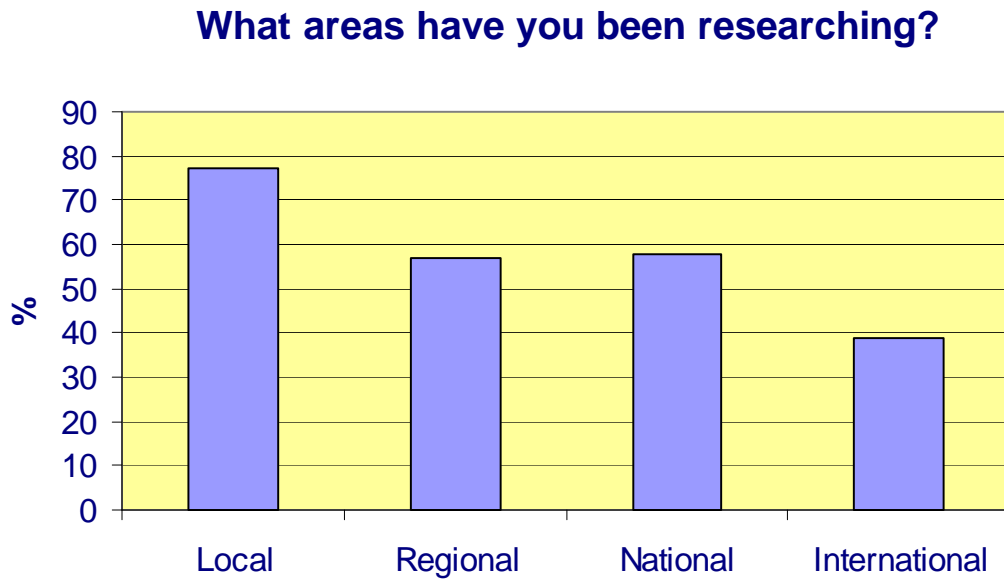


38% of all visitors to the centres have been researching for quite a number of years over ten years to be exact. 7% interestingly have only been looking into their family history for the past 6 months. This would indicate a growing area of interest.

4.7: How long have you been researching?				
		Bridport	WDRC	Both
Less then 6 months	Count	2	1	0
	Col %	13%	3%	0%
6 mnths - 1 yr	Count	3	0	0
	Col %	19%	0%	0%
1-2 yrs	Count	3	1	2
	Col %	19%	3%	11%
2-5 yrs	Count	1	13	7
	Col %	6%	36%	39%
5-10 yrs	Count	1	3	2
	Col %	6%	8%	11%
10 yrs +	Count	6	18	7
	Col %	38%	50%	39%
Total Count		16	36	18
Total %		100%	100%	100%

Table 4.7 shows that a slightly higher proportion of long-term researchers use the WDRC facilities than the ones at the Bridport Museum.

4.8: What areas have you been researching?



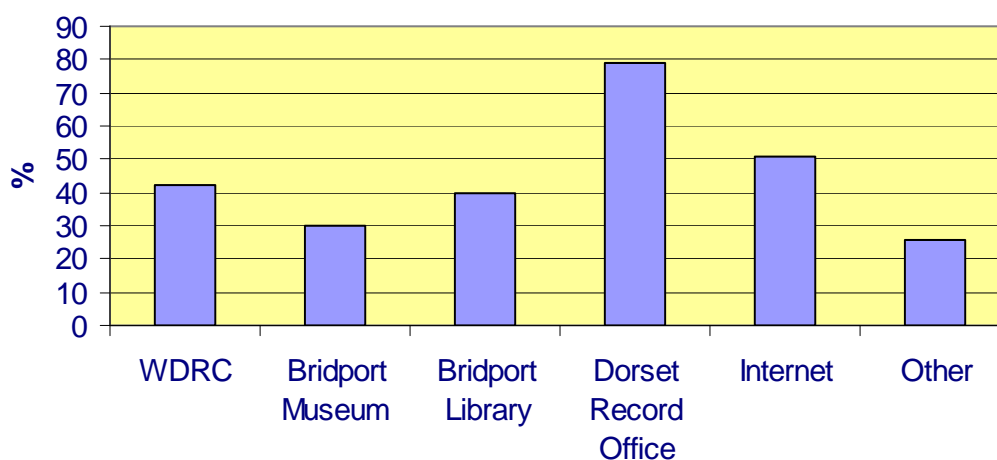
Local research at 77% is the most popular area of research but National research is considerable at 58%. Regional and International research are also high.

4.8: What areas have you been researching?				
		Bridport	WDRC	Both
Locally	Count	12	25	16
	Col %	71%	71%	89%
Regionally	Count	10	21	12
	Col %	59%	60%	67%
Nationally	Count	12	23	10
	Col %	71%	66%	56%
Internationally	Count	7	14	9
	Col %	41%	40%	50%
Total Count		17	35	18
Total %		100%	100%	100%

Table 4.8 shows there is very little difference between the two centres for how far geographically visitors are researching. However, slightly more national research goes on at the local history centre in the Bridport Museum than at the WDRC.

4.9: What facilities did you use?

What other facilities did you use?



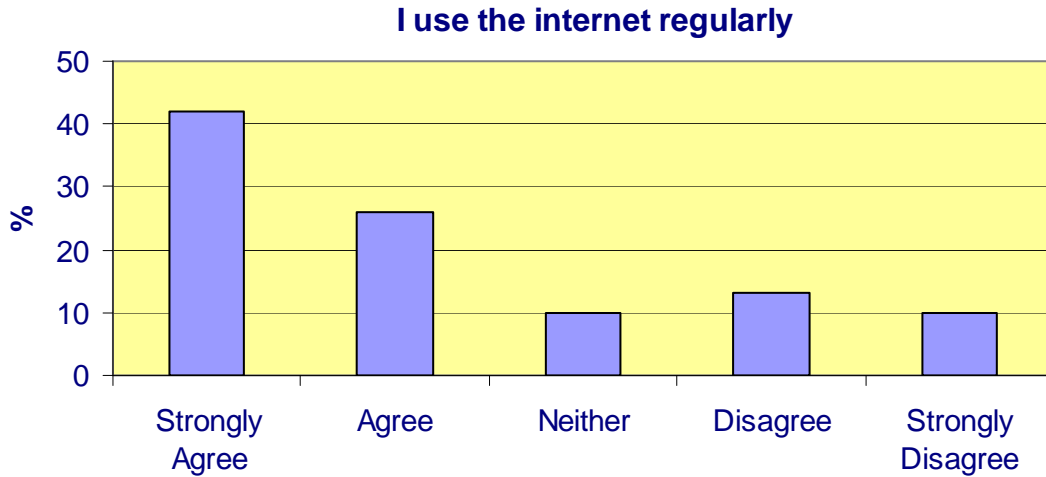
The Dorset Record office is used by 79% of visitors.

4.9: What other facilities do you use?				
		Bridport	WDRC	Both
The West Dorset Research Centre	Count	3	17	12
	Col %	19%	50%	67%
Bridport Museum	Count	5	8	13
	Col %	31%	24%	72%
The Bridport Library	Count	7	9	10
	Col %	44%	26%	56%
The Dorset Record Office	Count	11	28	16
	Col %	69%	82%	89%
The Internet	Count	9	20	9
	Col %	56%	59%	50%
Other	Count	4	11	5
	Col %	25%	32%	28%
Total Count		16	34	18
Total %		100	100	100

It can be seen that in Table 4.9, that the Dorset Record Office is used the most followed by the Internet at both centres.

4.10: How strongly do you feel about these statements?

4.10.1: Use of Internet

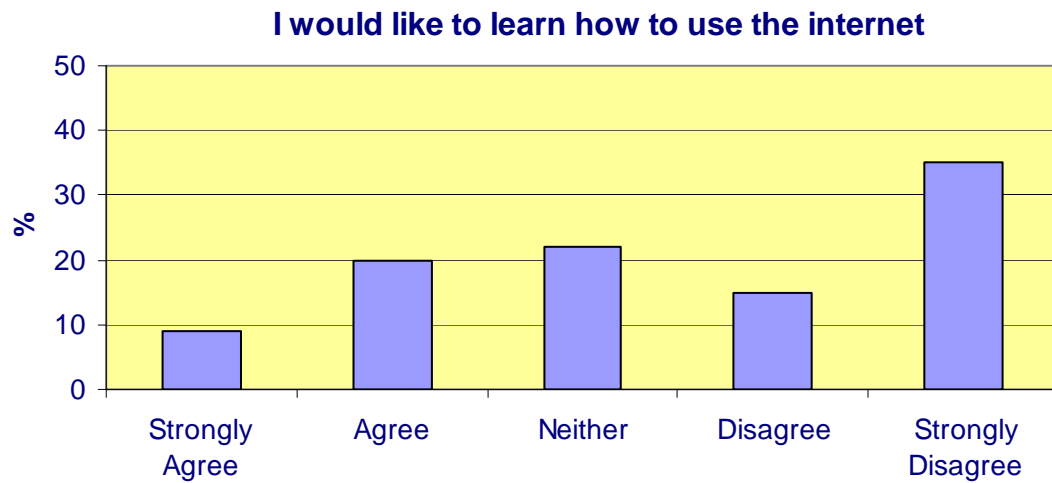


If you combine the top two ratings (strongly agree and agree), 68% of visitors use the Internet regularly. 10% strongly disagree.

4.10.1: I use the Internet regularly				
		Bridport	WDRC	Both
Strongly Agree	Count	10	12	3
	Col %	67%	38%	20%
Agree	Count	3	7	7
	Col %	20%	22%	47%
Neither Agree or Disagree	Count	0	6	0
	Col %	0%	19%	0%
Disagree	Count	2	4	1
	Col %	13%	13%	7%
Strongly disagree	Count	0	3	4
	Col %	0%	9%	27%
Total Count		15	32	15
Total %		100%	100%	100%

More people visiting the local history centre at the museum use the Internet regularly.

4.10.2: Learn how to use the Internet

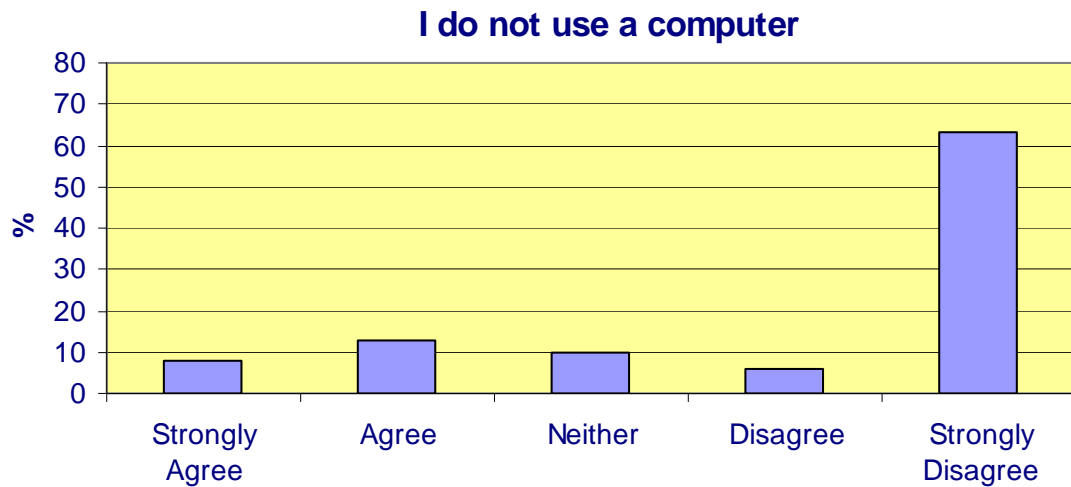


A considerable amount of people (50%), disagree or strongly disagree with this statement and therefore would not like to learn how to use the internet. Many are likely to be familiar with the Internet if they have been researching for over ten years.

4.10.2: I would like to learn how to use the Internet				
		Bridport	WDRC	Both
Strongly Agree	Count	2	2	0
	Col %	25%	10%	0%
Agree	Count	0	6	2
	Col %	0%	29%	17%
Neither Agree or Disagree	Count	1	3	6
	Col %	13%	14%	50%
Disagree	Count	0	4	0
	Col %	0%	19%	0%
Strongly disagree	Count	5	6	4
	Col %	63%	29%	33%
Total Count		8	21	12
Total %		100%	100%	100%

More people disagree with this statement at the local history centre as they already use the Internet regularly.

4.10.3: Use of computer

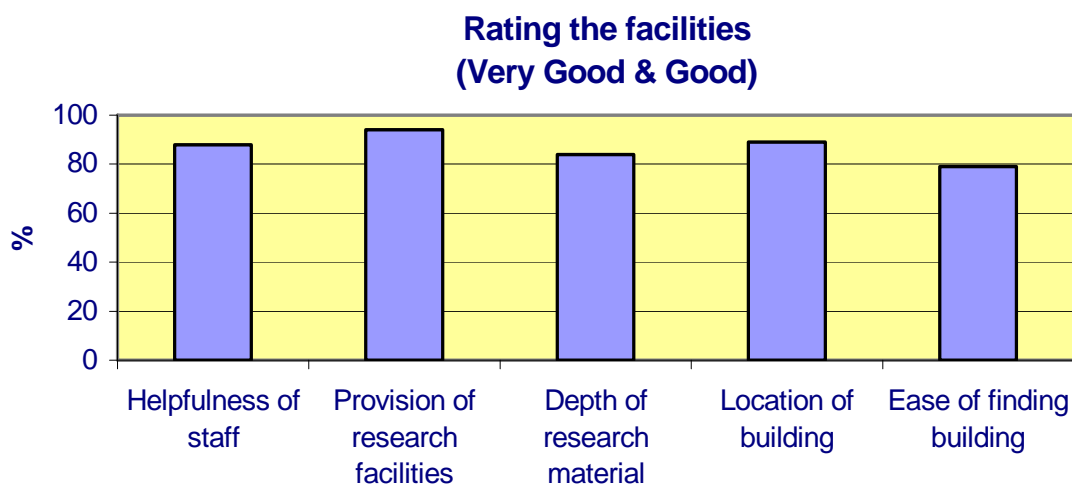


Again a high proportion, nearly 70% disagree or strongly disagree with this statement. This would indicate again that in fact a considerable amount of visitors involved in research are already well-versed in computer use.

4.10.3: I do not use a computer				
		Bridport	WDRC	Both
Strongly Agree	Count	0	3	0
	Col %	0%	15%	0%
Agree	Count	1	2	1
	Col %	14%	10%	7%
Neither Agree or Disagree	Count	0	2	1
	Col %	0%	10%	7%
Disagree	Count	1	1	1
	Col %	14%	5%	7%
Strongly disagree	Count	5	12	11
	Col %	71%	60%	79%
Total Count		7	20	14
Total %		100%	100%	100%

Again those using the local history centre “strongly disagree” as they regularly use the Internet, so therefore must be happy to use a computer.

4.11: Rating aspects of the Centres?



When the top two ratings are combined, provision of research facilities is the highest rated aspect of both centres. This is followed by location of building, which is also highly rated.

4.11.1: Helpfulness of the staff				
		Bridport	WDRC	Both
Very Good	Count	14	27	17
	Col %	82%	82%	94%
Good	Count	2	6	1
	Col %	12%	18%	6%
Neither Good or Poor	Count	1	0	0
	Col %	6%	0%	0%
Poor	Count	0	0	0
	Col %	0%	0%	0%
Very poor	Count	0	0	0
	Col %	0%	0%	0%
Total Count		17	33	18
Total %		100%	100%	100%

If only the very top rating (very good) is used staff helpfulness is very highly rated at both centres.

4.11.2 Provision of facilities				
		Bridport	WDRC	Both
Very Good	Count	9	13	7
	Col %	53%	42%	39%
Good	Count	6	16	10
	Col %	35%	52%	56%
Neither Good or Poor	Count	1	1	0
	Col %	6%	3%	0%
Poor	Count	1	1	1
	Col %	6%	3%	6%
Very poor	Count	0	0	0
	Col %	0%	0%	0%
Total Count		17	31	18
Total %		100%	100%	100%

Provision of facilities is rated higher at the local history centre than it is at the WDRC, when only the top rating of “very good” is used

4.11.3: Depth of research material				
		Bridport	WDRC	Both
Very Good	Count	8	8	6
	Col %	47%	27%	33%
Good	Count	6	17	10
	Col %	35%	57%	56%
Neither Good or Poor	Count	2	5	2
	Col %	12%	17%	11%
Poor	Count	1	0	0
	Col %	6%	0%	0%
Very poor	Count	0	0	0
	Col %	0%	0%	0%
Total Count		17	30	18
Total %		100%	100%	100%

Again the local history centre is rated higher than the WDRC on depth of research material when only the top rating is used.

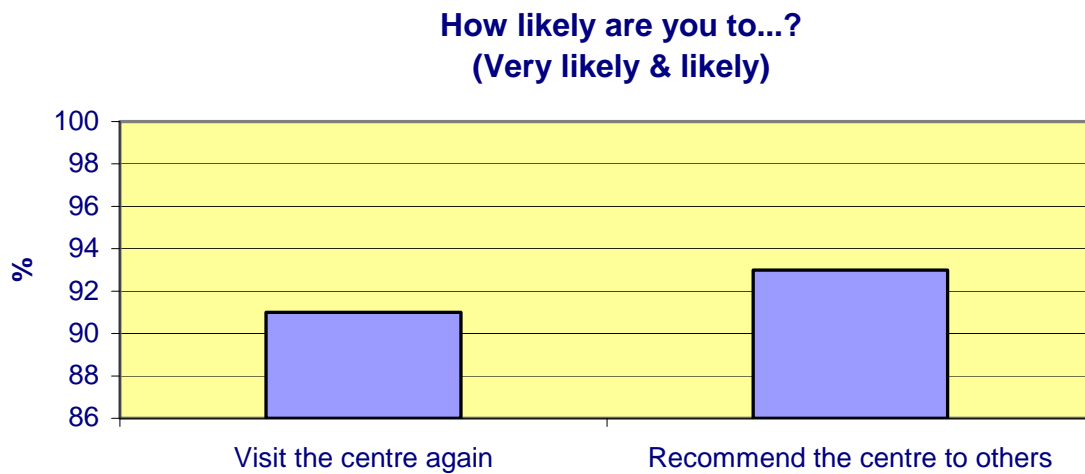
4.11.4: Location of building				
		Bridport	WDRC	Both
Very Good	Count	9	16	10
	Col %	53%	50%	56%
Good	Count	6	11	7
	Col %	35%	34%	39%
Neither Good or Poor	Count	1	5	1
	Col %	6%	16%	6%
Poor	Count	1	0	0
	Col %	6%	0%	0%
Very poor	Count	0	0	0
	Col %	0%	0%	0%
Total Count		17	32	18
Total %		100%	100%	100%

The locations of both buildings are highly rated.

4.11.5: Ease of finding building				
		Bridport	WDRC	Both
Very Good	Count	9	14	7
	Col %	53%	44%	39%
Good	Count	5	11	7
	Col %	29%	34%	39%
Neither Good or Poor	Count	2	3	4
	Col %	12%	9%	22%
Poor	Count	1	3	0
	Col %	6%	9%	0%
Very Poor	Count	0	1	0
	Col %	0%	3%	0%
Total Count		17	32	18
Total %		100%	100%	100%

It appears from the results that the local history centre is easier to find than the WDRC, this maybe because the Bridport Museum is well signposted in the town unlike the WDRC.

4.12: Are you likely to....?



A very high percentage of visitors would both visit the centre again as well as recommend the centre to others.

4.12.1: Would you visit the centre again?				
		Bridport	WDRC	Both
Very likely	Count	10	19	17
	Col %	59%	56%	94%
Likely	Count	4	11	1
	Col %	24%	32%	6%
Not sure	Count	2	4	0
	Col %	12%	12%	0%
Un- likely	Count	1	0	0
	Col %	6%	0%	0%
Definitely not	Count	0	0	0
	Col %	0%	0%	0%
Total Count		17	34	18
Total %		100%	100%	100%

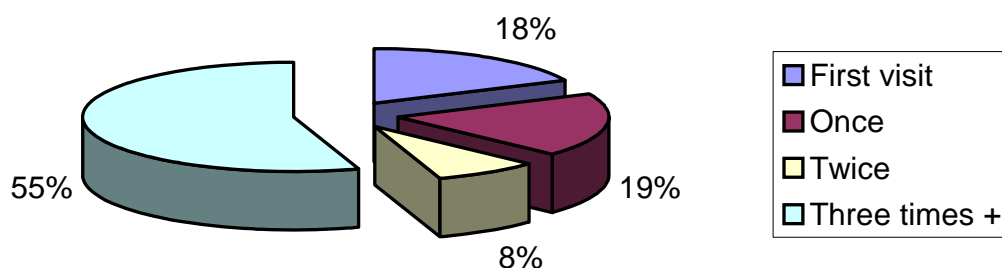
Well over half of visitors to both centres would return.

4.12.2: Would you recommend the centre to others?				
		Bridport	WDRC	Both
Very likely	Count	9	24	15
	Col %	64%	71%	83%
Likely	Count	2	8	2
	Col %	14%	24%	11%
Not sure	Count	3	2	1
	Col %	21%	6%	6%
Un-likely	Count	0	0	0
	Col %	0%	0%	0%
Definitely not	Count	0	0	0
	Col %	0%	0%	0%
Total Count		14	34	18
Total %		100%	100%	100%

A higher percentage of people would recommend the WDRC to others than the local history centre but they are both well recommended.

4.13: How many times have you visited the History Centre?

How many times have you visited the History Centre?



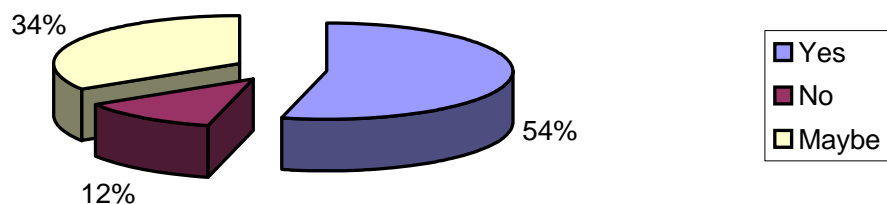
Well over half of all visitors have visited the centres on more than three occasions. 18% were on their first visit. This again supports the notion that an interest in family history research is an area of growth.

4.13: How many times have you visited this centre?				
		Bridport	WDRC	Both
Once	Count	4	10	0
	Col %	24%	29%	0%
Twice	Count	2	2	0
	Col %	12%	6%	0%
Three Times or more	Count	1	21	17
	Col %	6%	60%	94%
This is my first time	Count	10	2	1
	Col %	59%	6%	6%
Total Count		17	35	18
Total %		100%	100%	100%

There are a much higher percentage of first time visitors to the local history centre than the WDRC, therefore a higher percentage of repeat visitors to the WDRC.

4.14: Would you be prepared to pay to use the facilities at the centre?

Would you be prepared to pay to use the facilities at the centre?



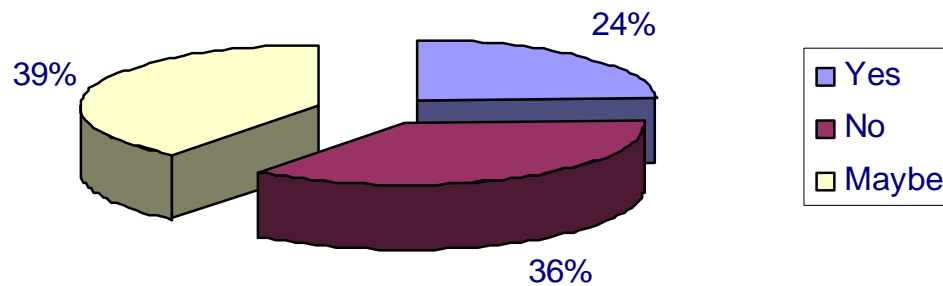
Over half would be prepared to pay. If the “maybe” and the “yes” are combined then 88% of visitors would possibly be prepared to pay to use the facilities. 12% said that they would not be prepared to pay.

4.14: Would you be prepared to pay to use the facilities here?				
		Bridport	WDRRC	Both
Yes	Count	6	20	11
	Col %	35%	56%	61%
No	Count	5	2	1
	Col %	29%	6%	6%
Maybe	Count	6	14	6
	Col %	35%	39%	33%
Total Count		17	36	18
Total %		100%	100%	100%

There are a higher percentage of respondents who would be prepared to pay for use of the facilities at the WDRRC than at the local history centre.

4.15: Would you be willing to pay for private research?

Would you be willing to pay for private research?

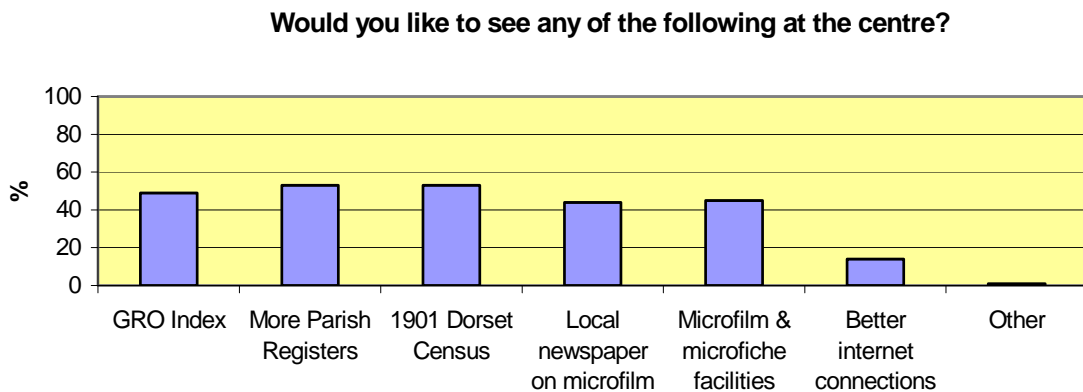


This result is not as positive. This may indicate that a substantial part of the draw or interest in family history is discovering things about your family and uncovering it yourself, therefore the need to pay for private research may not be obligatory or desirable.

4.15: Would you be willing to pay for private research?				
		Bridport	WDRC	Both
Yes	Count	2	10	6
	Col %	12%	29%	33%
No	Count	8	10	5
	Col %	47%	29%	28%
Maybe	Count	7	15	7
	Col %	41%	43%	39%
Total Count		17	35	18
Total %		100%	100%	100%

Again they are less willing to pay for private research at the local history centre than at the WDRC, although there are a significant percentage of “Maybes” at both centres. If private research can prove to be good value for money to respondents then maybe they can be persuaded to pay.

4.16: Would you like to see any of the following at the Centre?

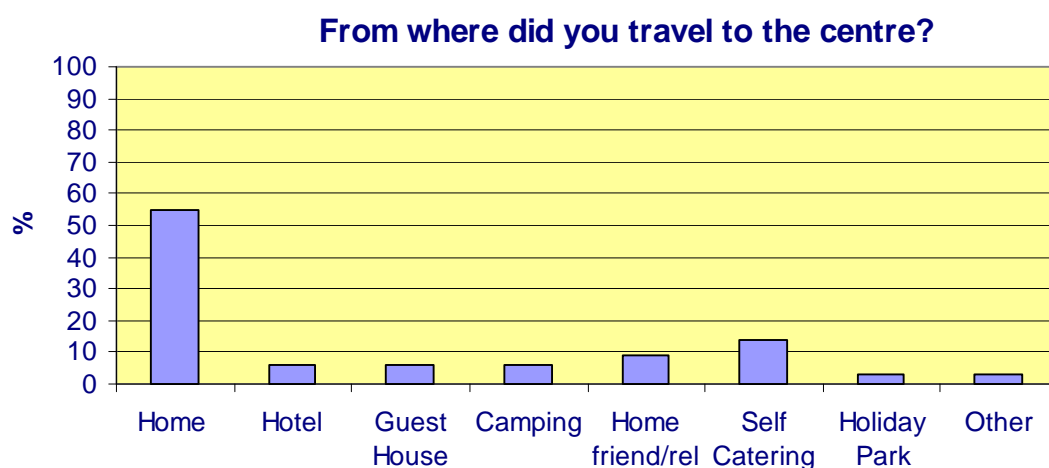


More parish registers and the 1901 Dorset Census are the research tools most desired at the research centre, although all aspects are popular.

4.16: Would you like to see any of the following at the centre?				
		Bridport	WDRC	Both
GRO Index	Count	4	18	14
	Col %	33%	62%	82%
More Parish Registers	Count	7	20	13
	Col %	58%	69%	76%
1901 Dorset Census	Count	6	21	10
	Col %	50%	72%	59%
Local newspaper on microfilm	Count	6	16	8
	Col %	50%	55%	47%
Printing from microfilm & microfiche facilities	Count	5	17	12
	Col %	42%	59%	71%
Better Internet connections	Count	2	7	3
	Col %	17%	24%	18%
Other	Count	0	0	1
	Col %	0%	0%	6%
Total Count		12	29	17
Total %		100%	100%	100%

More parish registers are what is wanted by visitors to the local history centre and the 1901 Dorset Census is most wanted by visitors to the WDRC.

4.17: From where did you travel to the Centre?

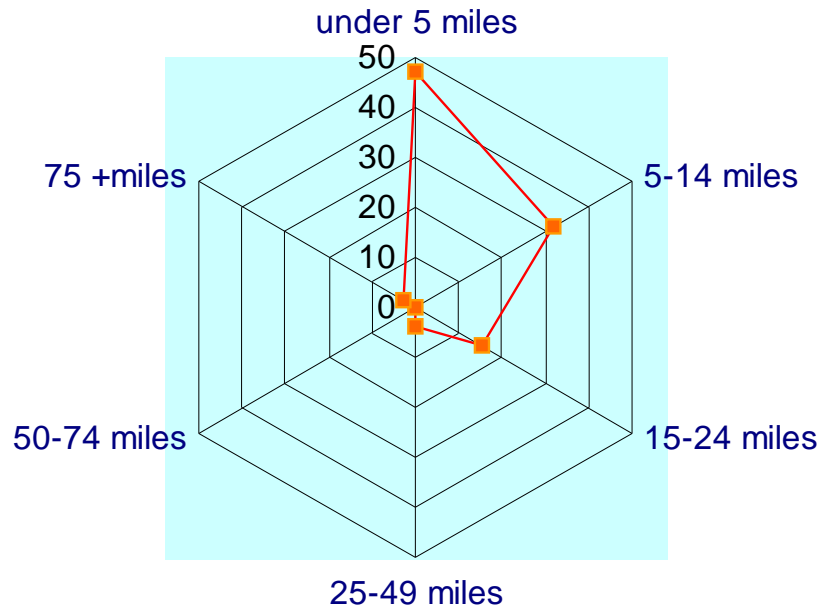


The majority travelled from home, this is supported in the postcode analysis where 39% come from the Dorchester area alone.

4.17: From where did you travel to the centre?				
		Bridport	WDRC	Both
Home	Count	4	20	13
	Col %	25%	57%	72%
Hotel	Count	1	3	0
	Col %	6%	9%	0%
Guest house	Count	1	2	1
	Col %	6%	6%	6%
Camping / caravan site	Count	2	0	2
	Col %	13%	0%	11%
Home of friend or relative	Count	3	3	0
	Col %	19%	9%	0%
Self catering cottage / flat / house	Count	3	5	2
	Col %	19%	14%	11%
Holiday Park	Count	1	1	0
	Col %	6%	3%	0%
Other	Count	1	1	0
	Col %	6%	3%	0%
Total Count		16	35	18
Total %		100%	100%	100%

There is a much greater variety of travel origins from those at the local history centre than at the WDRC.

4.18: How far is this?

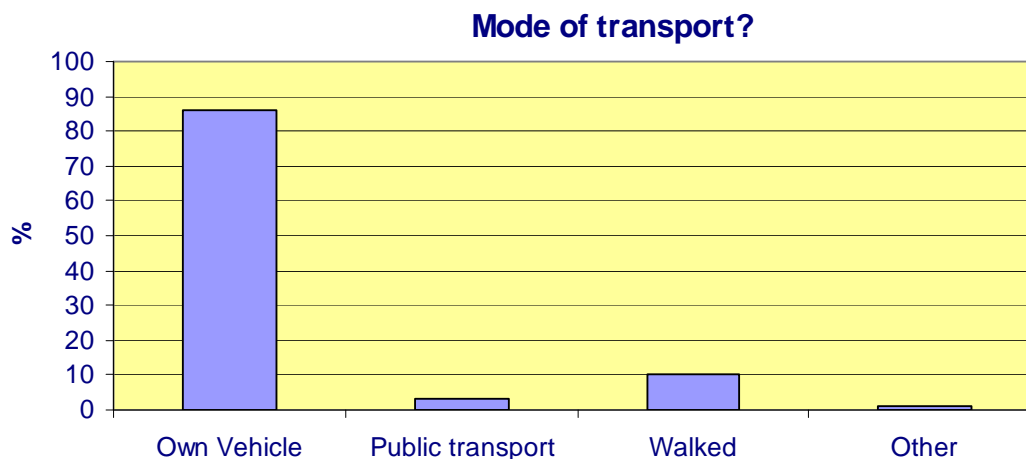


47% of visitors travelled less than 5 miles.

4.18: About how far away is this?				
		Bridport	WDRG	Both
Under 5 miles	Count	7	16	10
	Col %	41%	44%	56%
5-14 miles	Count	6	12	4
	Col %	35%	33%	22%
15-24 miles	Count	3	5	3
	Col %	18%	14%	17%
25-49 miles	Count	0	2	1
	Col %	0%	6%	6%
75+ miles	Count	1	1	0
	Col %	6%	3%	0%
Total Count		17	36	18
Total %		100%	100%	100%

There is very little difference in the distances people are travelling to the two centres.

4.19: Mode of transport?

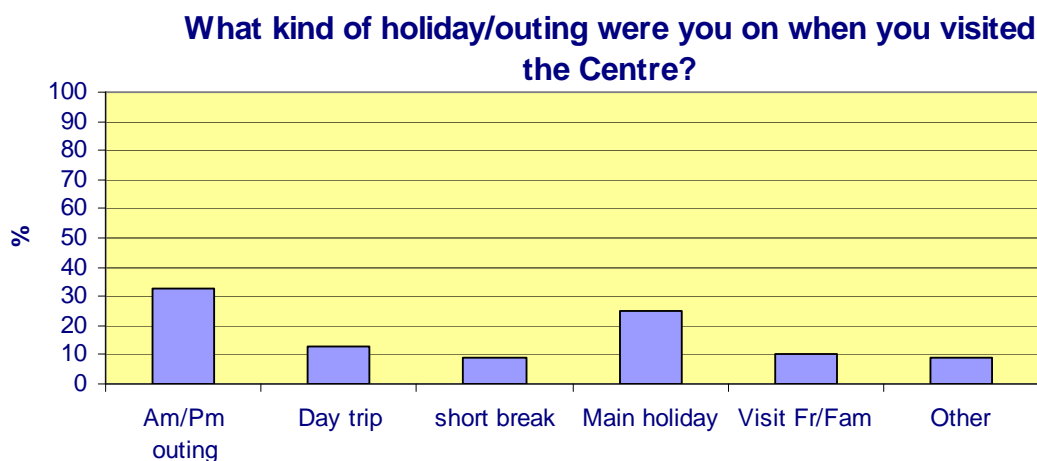


The vast majority travelled by car (86%).

4.19: What was your main method of transport to visit the centre?				
		Bridport	WDRC	Both
Own motorised transport (car, motorbike etc)	Count	14	30	15
	Col %	88%	88%	83%
Public transport	Count	1	1	0
	Col %	6%	3%	0%
Walking	Count	1	3	2
	Col %	6%	9%	11%
Other	Count	0	0	1
	Col %	0%	0%	6%
Total Count		16	34	18
Total %		100%	100%	100%

Again there is little difference in the results.

4.20: What kind of holiday/outing were you on when you visited the centre?

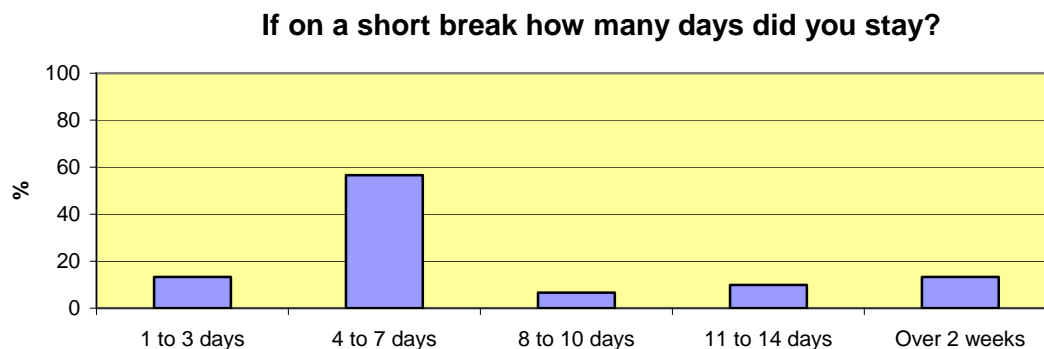


The largest portion (33%) of visitors were on a morning or afternoon outing, 25% were on their main holiday.

4.20: Was your visit to the centre part of a . . . ?				
		Bridport	WDRC	Both
Morning / afternoon outing	Count	2	11	8
	Col %	12%	35%	44%
Day trip from home	Count	3	4	2
	Col %	18%	13%	11%
Short break (3 nights or less)	Count	3	2	1
	Col %	18%	6%	6%
Main holiday (4 nights or more)	Count	6	7	4
	Col %	35%	23%	22%
Visit to friends and family	Count	3	4	0
	Col %	18%	13%	0%
*Other (please specify)	Count	0	3	3
	Col %	0%	10%	17%
Total Count		17	31	18
Total %		100%	100%	100%

It appears from the results that a greater percentage of visitors to the local history centre are on holidays of 4 nights or more, whereas those visiting the WDRC are on short morning or afternoon visits.

4.21: How many days did you stay in Dorset?



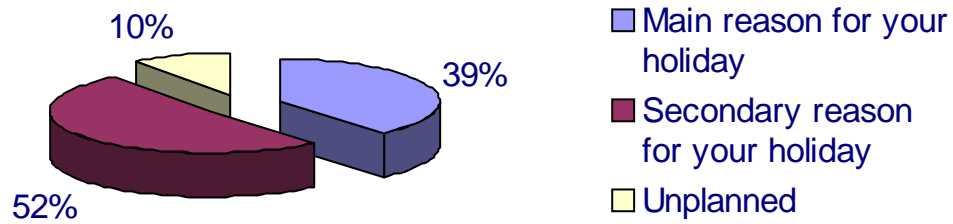
The commonest length of holiday was between 4 to 7 days at 57%.

4.21: If on a short break or main holiday, how many days are you staying in Dorset?				
Days		Bridport	WDRC	Both
1	Count	0	1	0
	Col %	0%	7%	0%
2	Count	0	1	0
	Col %	0%	7%	0%
3	Count	1	0	1
	Col %	9%	0%	20%
4	Count	3	4	0
	Col %	27%	29%	0%
5	Count	2	0	0
	Col %	18%	0%	0%
7	Count	2	4	2
	Col %	18%	29%	40%
9	Count	0	1	1
	Col %	0%	7%	20%
14	Count	2	1	0
	Col %	18%	7%	0%
15	Count	1	1	0
	Col %	9%	7%	0%
17	Count	0	0	1
	Col %	0%	0%	20%
80	Count	0	1	0
	Col %	0%	7%	0%
Total Count		11	14	5
Total %		100%	100%	100%

There is little difference in the duration of holidays.

4.22: Was your visit to the centre....?

Was your visit to the Centre?

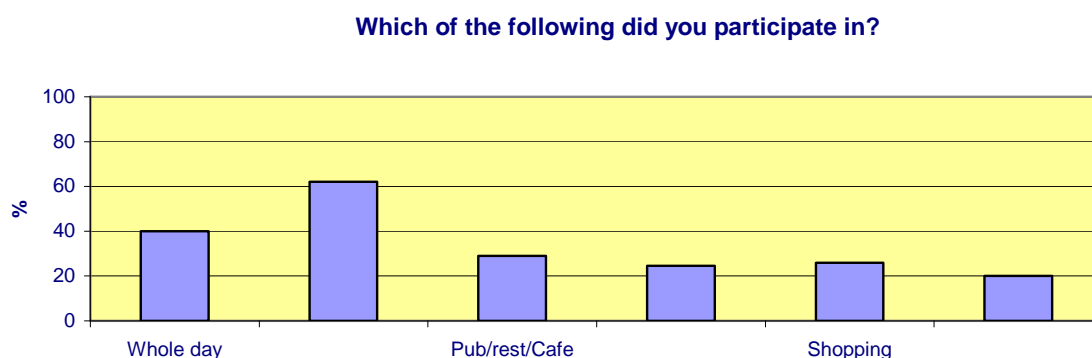


52% of visitors were combining their family history research with a holiday it being the secondary reason for the holiday.

4.22: Was your visit to the centre..?				
		Bridport	WDRC	Both
The main reason for your trip / holiday	Count	6	10	4
	Col %	35%	40%	40%
A secondary reason for your trip / holiday	Count	9	13	5
	Col %	53%	52%	50%
Unplanned	Count	2	2	1
	Col %	12%	8%	10%
Total Count		17	25	10
Total %		100%	100%	100%

The results differ very little; those visiting the centres are visiting as a secondary reason for their trip to the area.

4.23: On a typical day visiting the centre, which of the following activities did you participate in?



A short visit to the research centres was the commonest activity (62%)

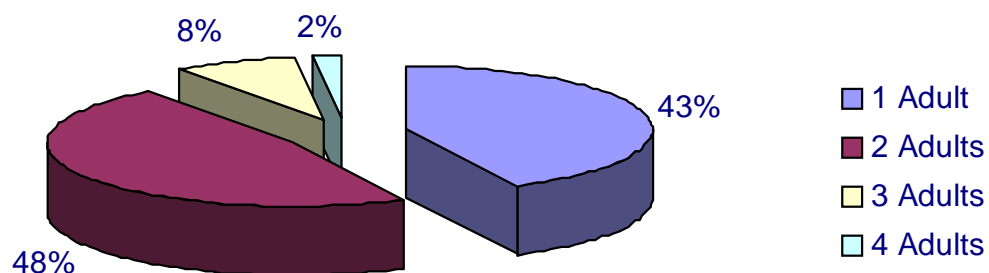
4.23: On a typical day visiting the centre which of the following activities would you participate in?				
		Bridport	WDRC	Both
Whole day visiting the centre	Count	8	9	9
	Col %	47%	29%	53%
A short visit to the centre	Count	9	21	10
	Col %	53%	68%	59%
A pub / restaurant / cafe meal.	Count	9	7	3
	Col %	53%	23%	18%
A visit to other local attractions	Count	7	6	3
	Col %	41%	19%	18%
A shopping trip	Count	3	7	7
	Col %	18%	23%	41%
A visit to the beach / countryside	Count	6	5	2
	Col %	35%	16%	12%
Count		17	31	17
Col %		100%	100%	100%

It would appear from the results that those visiting the local history centre combine their visit with a greater variety of other activities in the day.

4.24: How many people were there in your immediate party?

4.24.1: Adults

Number of Adults in group



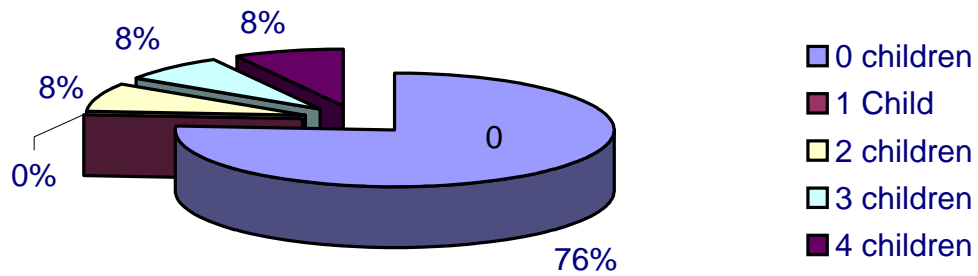
Adults in groups of 2 were the most frequent.

4.24.1: How many adults are there in your immediate party?				
Adults		Bridport	WDRC	Both
1	Count	4	13	9
	Col %	25%	43%	56%
2	Count	11	13	6
	Col %	69%	43%	38%
3	Count	1	3	1
	Col %	6%	10%	6%
4	Count	0	1	0
	Col %	0%	3%	0%
Total Count		16	30	16
Total %		100%	100%	100%

A greater proportion of visitors using the local history centre, visited in pairs or couples. The WDRC had a greater variety of group size.

4.24.2: Children

Number of children in group



The vast majority of visitors had no children with them.

4.24.2: How many children are there in your immediate party?				
Children		Bridport	WDRC	Both
0	Count	2	7	1
	Col %	67%	88%	50%
2	Count	0	0	1
	Col %	0%	0%	50%
3	Count	1	0	0
	Col %	33%	0%	0%
4	Count	0	1	0
	Col %	0%	13%	0%
Total Count		3	8	2
Total %		100%	100%	100%

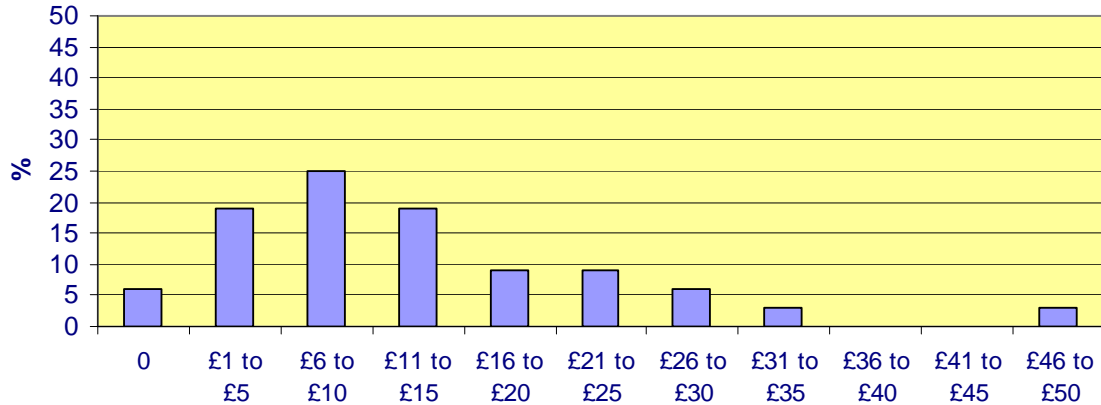
There were fractionally more children in the visiting groups to the local history centre than the WDRC; however children in groups were scarce.

4.25: Economic Questions

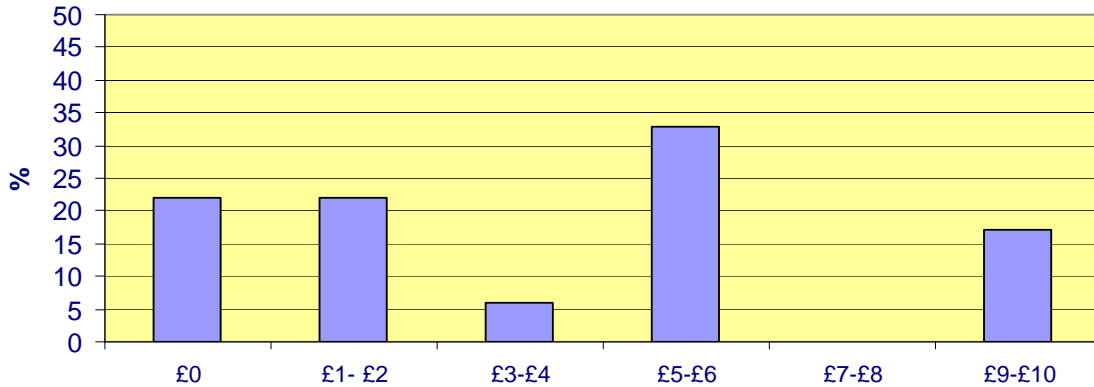
A full explanation of how the following expenditure has affected Bridport, please see section 7 – The Economic Impact.

Due to the low response rate to these economic questions it has been necessary to combine result from both surveys to allow the necessary calculations to be made.

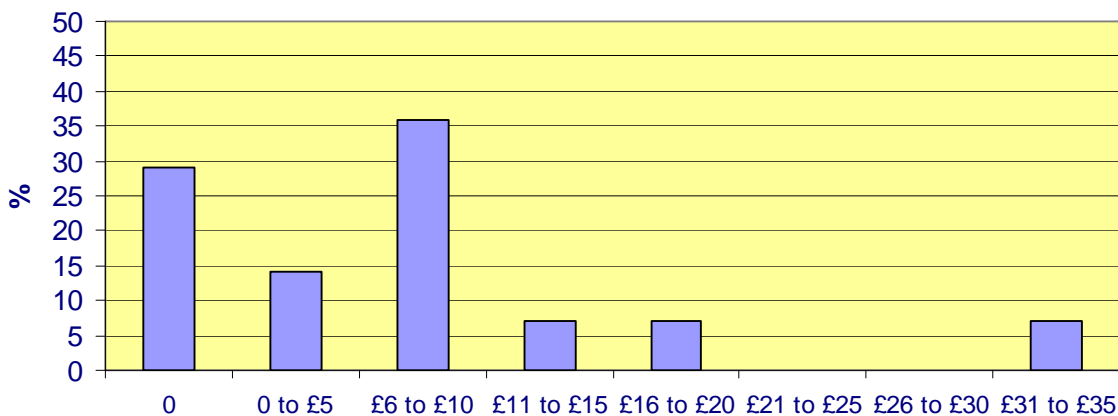
Amount spent on food & drink?



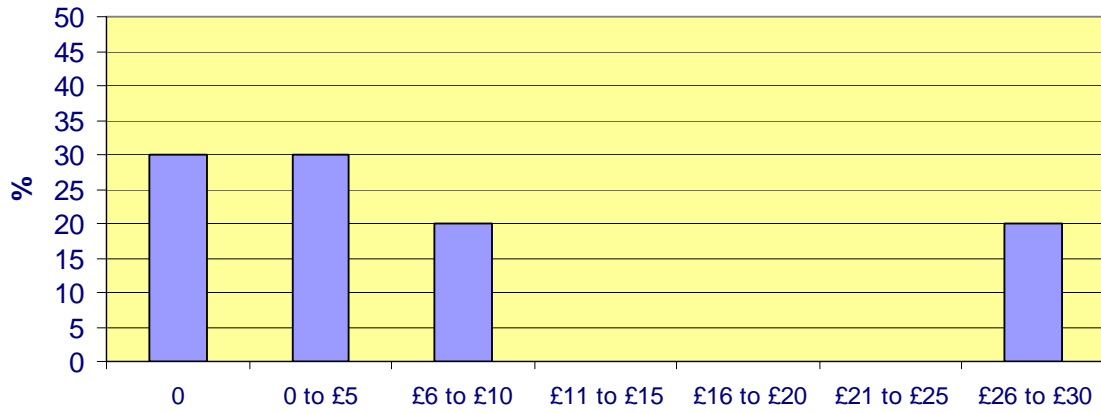
Amount spent on convenience goods?



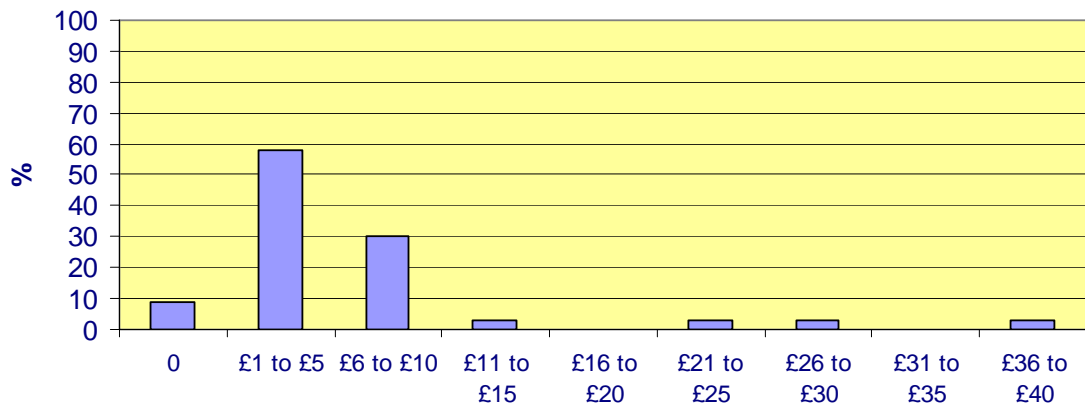
Amount spent on durable goods?



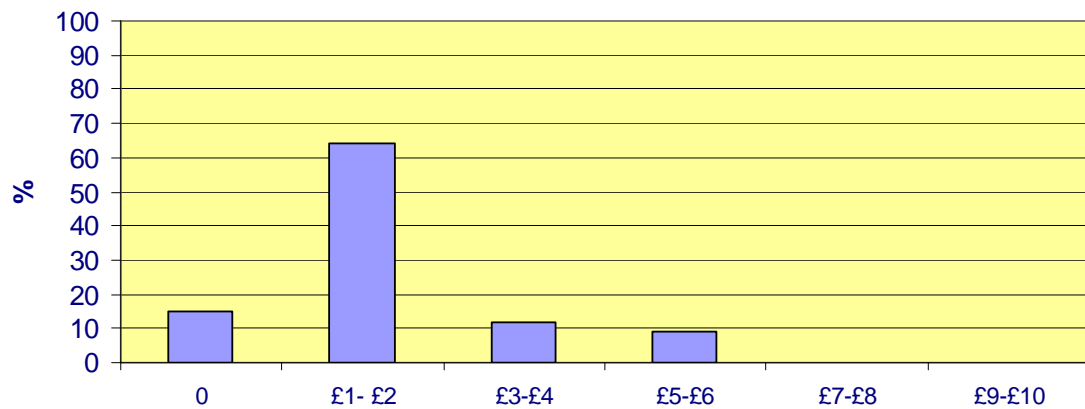
Amount spent on entertainment & leisure?



Amount spent on fares & petrol?



Incurred costs (parking)?

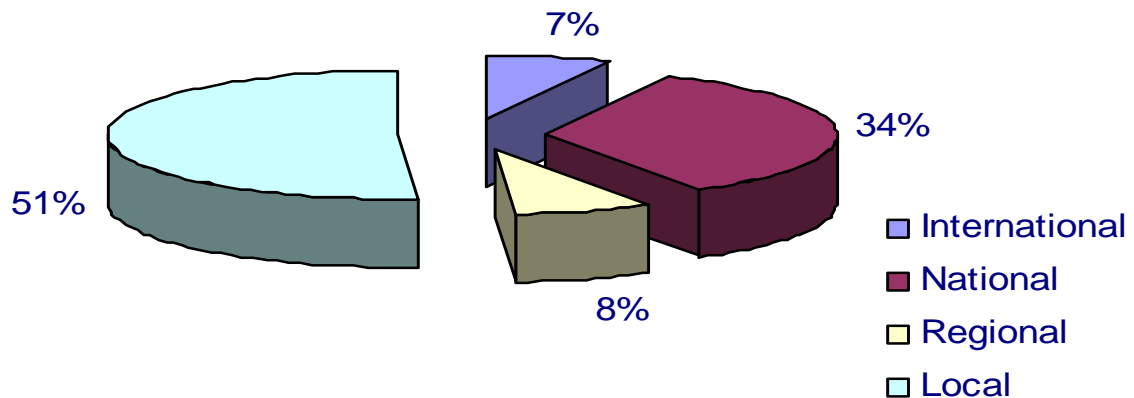


4.26: Postcode

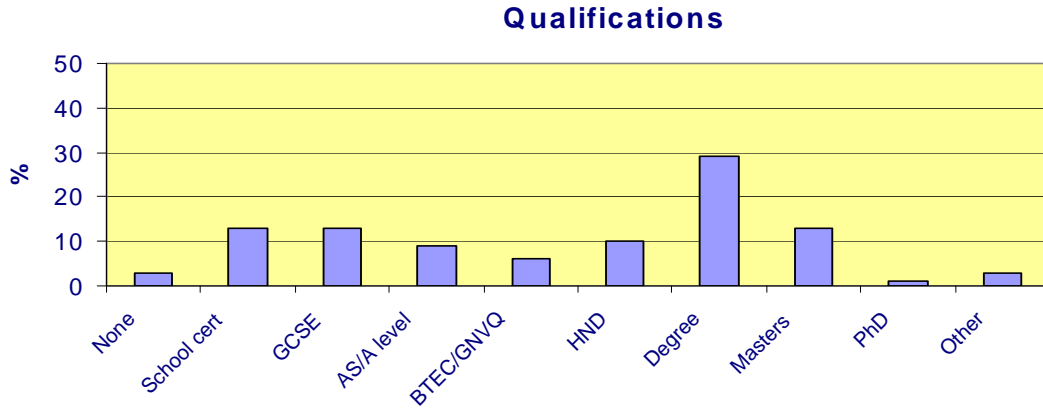
Visitors have travelled from all parts of the UK as well as some from USA, New Zealand, Australia and Canada. The largest groups of users were from the local postcode area to Bridport, Beaminster and Dorchester these make up 51 % of those visitors.

Another way of breaking down the geographical location of where visitors have come from is to say that 7% were international researchers, 34% were national, 8% were regional and 51% were local researchers. International areas are defined as all overseas postcodes; regional areas here are defined as postcodes within a 60 mile radius of Bridport. National are all postcode areas remaining outside the 60 mile radius and local are all those with a Bridport, Beaminster and Dorchester Postcode.

Researchers by Geographical Location



4.27: Qualifications

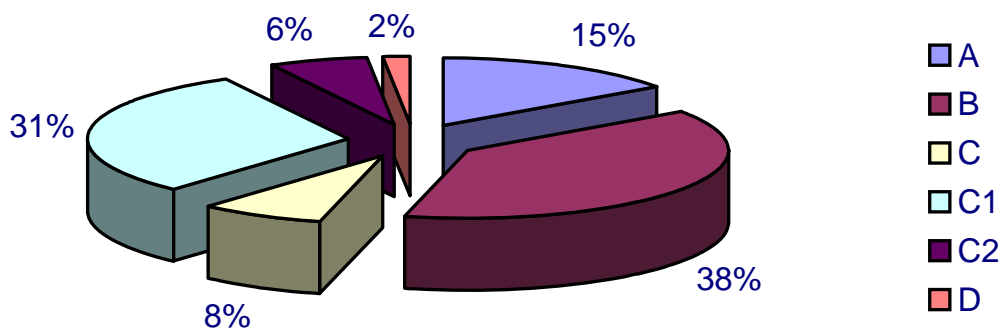


A third of visitors to the centres have a degree and only 3% have no qualifications at all.

4.28: Occupation

There is a broad range of professions covering the full range of socio-economic groupings. Group A through to Group D.

Socio-economic Groupings



Approximately 3 percent of the total National population are Group A, The research centres have a much higher representation here. 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. The large majority (38%), of visitors to the research centres are in this group. The reason this group is so much higher than the National average may be due to the fact they have a greater disposition to research history than some of the remaining occupational groups.

C1 nationally represents 26 per cent 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. The percentage of C1 visitors to the centres is similar to the National figure.

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. The percentage of C2 visitors to the centres is much lower than the National average as this group of the population are less predisposed to research heritage and family history.

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 receive a pension from their late husband's job. Again the centres have a very small percentage of visitors in this group.

Group E is approximately 13 per cent of the national population. This group is represented by all those who are dependent on the state long-term through sickness, unemployment, old age or other reasons, also those un-employed for a period exceeding six months and casual workers and those without a regular income.

4.29: How can we improve any aspect of the History Centres?

Generally visitors were very happy with the staff at the centres and the help they offered. However, many think that there needs to be more available space to do research. Perhaps combine the two centres into one centre at a new location where more desk space is available and more up to date computer facilities can be accommodated. Parking would also be a consideration. More financial assistance from the council was also recommended. The full list of improvements can be found in *Appendix 9.1.4 & 9.1.5* where the comments have been separated for the WDRC and the History Centre.

5: Audit of Research Centres

It was necessary to conduct an audit of three other history research centres, to compare the level and variety of services offered by the WDRC and this section of the report sets out the facilities and levels of service provided at these research centres.

The three centres are:-

Surrey History Centre, Woking, Surrey.

Treetops, Poole, Dorset.

Waterfront Museum, Poole Quay, Poole

5.1: Surrey History Centre, Woking, Surrey.



The Surrey History Centre is located on 130 Goldsworth Road, Woking in Surrey. Its construction was completed in autumn 1998 and brought together the Records at Kingston, the Local Studies Library and Guildford Monument Room. Surrey County Council agreed to it being built and it was paid for by Surrey County Council and the Heritage Lottery Fund. £3.65 million was allocated by the council over 3 years and £2,740,000 was provided by the Lottery Fund. It is now funded by the Council entirely. There are 32 full time staff and 4 part time.

5.1.1: Opening Times

It is open during the following hours and is manned by staff, permanent and part-time staff.

Monday – closed

Tuesday - 9.30 - 5.00

Wednesday - 9.30 - 5.00

Thursday - 9.30 - 7.30

Friday - 9.30 - 5.00

Saturday - 9.30 - 4.00

The Centre is closed on Sundays and Bank Holiday weekends (including Saturdays).

5.1.2: Services & facilities

The centre provides the following services and equipment:-

- 10 computers all with Internet connection (no Broadband)
- 20 microfiches
- 12 Film readers

A search room to consult documents and local studies materials

Advice on sources relevant to your research

Meeting room for hire to hold other events with provision of tea and coffee

Events and view special exhibitions

View archive films

Use your portable computer

Refreshment room

Internet and CD-ROMs for research

Buy books, cards, maps and gifts in person in the foyer or by post from Surrey County Council's Online Shop

Surrey History Service can also provide:-

- Offer, free of charge, advice and information about their archives and local studies collections
- Provide brief answers to telephone enquiries
- Supply copies from their catalogues and finding aids

- Provide digital copies of documents
- Provide fiche and film copies of many surrey parish registers
- Provide photocopies of documents - see surrey history centre charges
- Provide a research service at a reasonable hourly charge
- Help educational users of all ages to make the most of original sources - see our surrey history resources for teachers
- Give guided tours of the facilities to groups by appointment
- Visit local groups or societies to give talks
- Offer advice on donating and loaning to surrey history service
- Offer advice from their conservation section on caring for your records
- Encourage use of their special collections
- Encourage use of sources in local areas through their local access programme
- The Archives Index contains over 24,000 records

Surrey History Service has produced information on several topics to help historical researchers:-

Discover your family history
How to trace the history of your house
Parish registers
Guide to parish registers held at Surrey History Centre
Nonconformist records
Census returns
1901 census - services at Surrey History Centre
County and town directories

Civil registration
Manorial records
Quarter Sessions and Assize records
Enclosure maps and awards
Tithe maps and apportionments
Surrey newspapers
Wills and probate records
The boundaries of the county of Surrey
Surrey County Council records

5.1.3: Surrey History Centre Research Service

The following headings set out all the research services available through the Surrey History Centre.

Family history

The Surrey History Centre holds a large variety of material that is useful for genealogical searches including: Parish Registers (baptisms, marriages and burials), Census returns for Surrey, Land Tax, I.G.I, Manorial Court records, Electoral Registers.

Property history

Sources include - Ordnance Survey, tithe and enclosure maps, manorial records, census returns and sale particulars.

Transcriptions and translations

Often archive material and fragile documents such as title deeds, bound volumes and court rolls cannot be photocopied for conservation reasons, or the writing can be difficult to read.

Transcriptions of English documents are undertaken as part of the research service but only of documents that are held by Surrey History Centre. Translations of Latin documents are arranged where feasible and transcriptions are considered.

Search fees

A search fee of £22 per hour includes VAT, postage, administration, photocopies and printer copies. The period of time charged includes report writing and administrative work connected with the search. There is a limit of a maximum of three hours of research at a time. They are unable to undertake research on rights of way, access and boundary disputes.

Short searches of up to 30 minutes, are undertaken for a fee of £11 per half hour. For example - checking entries for baptisms, marriages or burials provided a name is supplied and an approximate date (within 2 years).

Express service

Surrey offer a £44 per hour express service where customers require a reply within 48 hours of receipt of payment.

5.1.4: People using the facilities

The Surrey History Centre has experienced a decline in its visitor numbers over the last few years but again this could be explained by the increase ownership of computers in the home as well as internet connections. People are more and more getting involved in family history research on-line as more and more information becomes available on the Web.

Surrey History Centres Visitor Numbers:-

2001 -2002	11,042 visitors
2002-2003	9,680 visitors
2003-2004	9,235 visitors

5.2: Waterfront Museum - Local History Centre



The Waterfront Museum, adjacent to Poole Quay, 4 High Street, Poole is housed in buildings dating from the medieval period and tells the social, domestic and maritime history of Poole using a combination of audio visual, hands on and traditional museum displays.

The local history centre was started on 23rd November 2001. It was Poole Borough Council funded along with funds from the HLF. It is housed over two floors but has a lift for disabled access.

There are two members of staff available during its opening times.

There are no visitor figures available for the history centre as they do not differentiate between museum visitors and family history research visitors.

5.2.1: Opening times

The local history Centre is open during the following times:-

Monday – closed

Tuesday – 10.00 - 3.00

Wednesday – 10.00 - 3.00

Thursday – 10.00 – 3.00

Friday – 10.00 – 3.00

Saturday – 10.00 – 3.00

5.2.2: Services & facilities

The Waterfront Museum has a Local History Centre to help people find out more about the town and trace their family history. The centre has the following:-

- A large photographic and historic archive of the town's building, events and its former inhabitants
- Museum employees can also advise on research methods and sources of additional information
- The Museum has a lift and facilities for people with disabilities
- Books under the headings People, Places Transport & Maritime.
- 30,000 photographs
- Census for Poole, 1841- 1901
- Census 1841, 1881, 1891, 1901 for the whole of Dorset
- Parish Registers
- 250 years worth of Newspapers and journals
- 20 years of index for the Poole and Dorset Herald
- Maps of Poole and surrounding area
- OS Maps different scales and dates, and Tithe Maps
- 2 Microfiche Reader/Viewer/printers
- 4 Microfiche Viewers
- 3 Microfiche Readers
- Mentor, Poole's on designer Database of sound recordings, photos, book references and text, cross references with journals manuals maps etc within the building
- Family History Journals
- IGI on Microfiche
- CD ROMs
- Aerial Photographs of the whole area of Poole

There are no refreshment facilities within the history centre but many cafes and restaurants are close by on the quay front.

There are two members of staff that are available to advice on how to use the equipment as well as to help with research.

5.3: Treetops



The Dorset Family History Society (DFHS) has a research centre near Tower Park, Poole called Treetops. Treetops was set up in September 2001 and some of the funding for supplying equipment came from “Awards for all”. The centre is self funded, with contributions from annual subscription of the Dorset Family History Group. Membership is about 900 which is about a 9% increase on last year’s membership.

Treetop is DFHS’s main offices and can cater for 8-10 persons at a time, although it has catered for more. It is located above a workshop with a set of external metal stairs. There is no disabled access, however the society are actively seeking new offices to remedy this matter.

Again they do not keep visitor figures as they are a very small unit.

5.3.1: Opening times

Monday – 10.00 – 3.00

Tuesday – closed

Wednesday – 10.00 - 3.00

Thursday – 6.30 – 9.00 (summer only)

Friday – closed

Saturday – 10.00 – 3.00

5.3.2: Service & facilities

Treetops has a variety of facilities. It has a kitchen with tea and coffee facilities as well as toilets. There is Free Car Parking but there is no disabled access to the building. The centre has:-

- 3 computers with Broadband Internet connection
- 1 computer without internet
- 4 Microfiche Machines and 1 Printer
- CD ROMs with Census for 1841 – 1901
- IGI Index
- All Parish Registers including Baptism, Marriages and Burials
- Monument Inscriptions i.e. grave stones etc.
- Family History Journals
- Maps

5.4: West Dorset Research Centre



The West Dorset Research Centre is located at 45 West Street, Bridport. There is a small amount of parking immediately outside but main Car parks are available nearby.

The WDRC had 1007 visitors from October 2003 to October 2004.

5.4.1: Opening times

Monday – 10.00 – 4.00

Tuesday – 10.00 – 4.00

Wednesday – 10.00 - 4.00

Thursday –10.00 - 4.00

Friday – 10.00 - 4.00

Saturday - Closed

5.4.2: Services & facilities

- 5 Computers – 4 for general research – 1 Internet access, no Broadband
- 1 laptop for projects
- (plus 2 Computers owned by members of the team)
- 2 fiche – film readers, 1 film reader
- Films – 1841, 1861, 1871 Dorset Census
- IGI fiche United Kingdom 1980 edition
- Research CDs include Dorset 1841, 1851, 1891 Census, Parish Records, National Burial Index, British Vital Records, British 1881 Census etc.....
- Files on local parishes, including parish records and monumental inscriptions
- Library includes books on Local places, Dorset, Census transcriptions, Research Directories and finding aids
- Copies of FH magazines, books on researching aspects of FH, Social and Migration History available to use for research

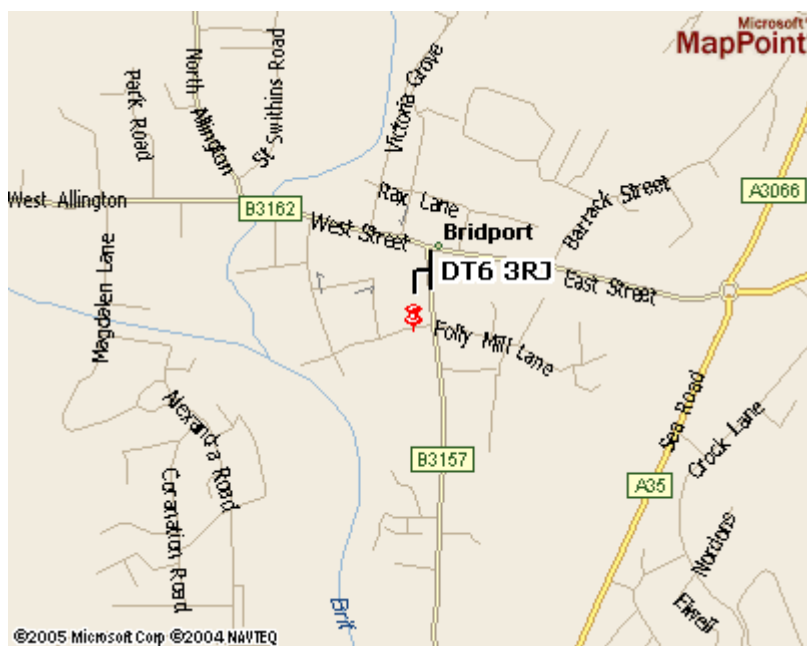
Services include – helping people with research, print outs of information from CDs and Internet, Internet help, plus one to one sessions.

There is no disabled access and the toilet is on the first floor.

There is a meeting room on the first floor that is used for committee meetings and preparation space for exhibitions etc.

There are 30 Volunteers and a 6 man management team (also volunteers) and the centre is always manned by one person and sometimes two.

5.5: The local history centre at the Bridport Museum



The local history centre at Bridport Museum is located in The Coach house, Gundry Lane, Bridport, Dorset DT6 3RJ. The Coach House is close to the Bridport Museum in the centre of Bridport historic market town, gateway to the Jurassic Coast World Heritage Site. There is parking nearby.

The centre had 716 visitors in 2003/2004.

5.5.1: Opening times

Monday – Closed

Tuesday – 10.00 – 1.00 & 2.00 – 4.00

Wednesday – 10.00 – 1.00 & 2.00 – 4.00

Thursday – 10.00 – 1.00 & 2.00 – 4.00

Friday – Closed

Saturday – Closed

5.5.2: Services & facilities

- 1 computer (internet access)
- 2 Microfilm Readers
- 2 Microfiche Readers
- Census returns 1901 (via PRO Website), 1881 England & Wales 1841 –

1891 for local areas

- Ordnance Survey Maps from 1826, tithe maps and drainage system maps
- Trade directories:- Kellys, Pigots, Hunts covering 1792-1939
- Transcripts of nominal rolls: - Tudor Master Rolls, Protestation Returns, Hearth Tax, Yeomanry etc.
- Publications:- Hutchins, Coker & Pouncey
- Journals:- Proceedings of the Dorset Natural History & Archaeological Society, The Greenwood Tree
- Photographs

There is no charge to use the Centre, but donations are welcomed. There is reasonable charge for photocopies. The Museum staff are unable to conduct private research on behalf of the public, but there is someone on hand to guide visitors while they are using the Centre.

5.6: Review of facilities and services

The local history centre and the WDRC compare favourably with all the other centres on opening times. They do not have as extensive a range of reference material available as the other larger centres do but then there has not been the same financial assistance.

Staff/volunteer levels are fairly high at the local history centre and the WDRC with there always being someone available to assist visitors.

Both the local history centre and the WDRC would benefit considerable from more space as well as more computers with Internet connections. Currently there is only one available at each location.

The lack of Disability Access is a disadvantage to the WDRC where as the local history centre does have this including a disabled toilet. All new purpose built History Centres now comply with current legislation for disabled access.

Neither centres provide refreshments; the more modern purpose built research centres are well equipped in these areas. Some (like the Surrey History) Centre even can provide full catering in rooms that they hire out.

WDRC provides a very similar styled service as Treetops. They are similarly sized both with a lack of disabled access and both manned voluntarily.

6: Desk Research

This section reviews the growth/decline of Family History Research over the last five years through a variety of means. Various bodies and institutes were approached to give their feel or experience on the apparent surge in interest for family history research. The following sub headings name all the bodies approached and include a brief report on their findings.

6.1.1: The Federation of Family History Societies.

FFHS is an international organisation, established in the UK in 1974 as a non-profit making charitable company. It represents, advises and supports over 210 family history societies and other genealogical organisations world-wide, with a combined Membership of over 300,000. Its principal aims are: to co-ordinate and assist the work of societies or other bodies interested in family history, genealogy and heraldry; to foster the spirit of mutual co-operation, by sponsoring projects in these fields.

According to the FFHS membership of this body has remained fairly constant over the last two to three years. What tends to happen though is that there is a high turnover of membership with individuals only maintaining membership for one or two years. Access to the internet has meant that many people are going alone when it comes to family history research and not bothering to join a history society. Although records show new societies are setting up all the time. These new groups appear to be as a result of individuals going to History Classes to learn about family history studies and then wishing to start up their own groups to continue the social aspect of the meetings.

The Federation did say that although people are going it alone with research, there is still a fundamental lack of understanding or knowledge about the documents people are seeking (i.e. census documents, birth marriage certificates, death certificates etc.). Therefore the role of a Family History Centre or society is necessary to enable them to understand the information contained in these documents.

6.1.2: Hertfordshire Archives and Local Studies

Hertfordshire Archives & Local Studies (HALS) is Hertfordshire's "Corporate memory". It preserves written records of all types relating to Hertfordshire's past and makes them available for study in the Archive Reading Room.

Every UK County (or equivalent metropolitan body) has to provide a records repository where key historical documents - including parish registers, are deposited, together with a suitably equipped reading room. HALS was set up several years ago by combining the Hertfordshire County Records Office and the County Local Studies Library. It is situated at County Hall, Hertford, and an area with microfilm and microfiche readers has been set aside for family history research.

HALS is the official repository for Hertfordshire parish registers, but access to these is now on Microfilm (except for some modern ones) to preserve them so unless you live locally you may find it more convenient to view the films at your nearest LDS Family History Centre. They also have many other documents from parish chests. A list of its holdings is available online.

It also holds most Hertfordshire wills and again a list of its holding are available online. Its online newspaper list also includes papers held in local libraries. In addition it holds an unbelievably wide collection of other documents on matters relating to Hertfordshire - some of which are relevant to the family historian. Nearly all of HALS' books are catalogued and online on Concerto (available through HertsDirect) and 50 000 archive catalogue entries are on A2A (the Access to Archives database).

HALS has been recording visitor number and enquiry numbers since 2000/2001 and they have noticed a steady increase in both visitors and enquiries until 2003 when there was a dip. Their monitoring year runs from April to March and for the beginning of this year they look to have a similar number of visitors as in previous years. However the enquiries for this year have nearly doubled. Staff believe it as a result of the increased publicity of Family History Research through the BBC programme "Who do you think you are?"

2000/2001	9,782 visitors	31,063 enquiries
2001/2002	10,635 visitors	33,798 enquiries
2002/2003	10,647 visitors	33,885 enquiries
2003/2004	9,189 visitors	29,993 enquiries
2004-	6,077 visitors	51,681 enquiries

6.1.3: The National Archives (formerly the Public Records Office at Kew)

The National Archives of England, Wales and the United Kingdom has one of the largest archival collections in the world, spanning 1000 years of British history, from Domesday Book of 1086 to government papers recently released to the public.

The National Archives, which covers England, Wales and the United Kingdom, was formed in April 2003 by bringing together the Public Record Office and the Historical Manuscripts Commission. It is responsible for looking after the records of central government and the courts of law, and making sure everyone can look at them. The collection is one of the largest in the world and spans an unbroken period from the 11th century to the present day.

Visitor figures for the Public Records office at Kew in 1999/2000 were 93,177 this figure has risen to 103,957 for 2003/4. This is an increase of 12%.

Figures for The National Archive section of the Family Records Centre were 167,451 in 1999/2000 and they have increased to 177,949 in 2003/4. This is a percentage increase of 6%.

6.1.4: Bournemouth Library- The Heritage Zone

The Heritage Zone at the Bournemouth Library has a fairly extensive collection of material for family history research. It is mainly for the local area i.e. Bournemouth, some Dorset and Hampshire. For Bournemouth and it has all major sources - census, parish registers, directories, electoral rolls, maps, newspapers, illustrations etc. There is little national material - IGI, 1881 Census on fiche and CD Rom, British Vital Records Index, National Burial register and 1901 Census for South coast counties, London, Middlesex and Essex. There is also a large collection of material, both reference and lending stock, on how to trace your family history. There is a run of Delbert's / Burke's peerage and also the hard copy Dictionary of National Biography. There are also Army and Navy lists both in hard copy and on microfiche.

Statistics have been kept of family history enquiries since the library moved to its new location in April 2002. They are not an accurate picture as so many of the enquiries overlap between Bournemouth local history and family history. The statistics have gone down over the last 3 years but many of the customers are regulars and there are only records of those who actually ask for information thus those customers who go in and help themselves to microfiche / film, directories and most of the other material on open shelves are not recorded. The opinion of staff at the library is that interest in Family History Research has increased significantly over the last 5 years but the library only help those who are new to family history, those who have been doing it for a while are able to help themselves.

6.1.5: Family History Magazines and Journals

It proved impossible to get exact figures on distribution and circulation of family History magazines and related subjects. However, there are many magazines available, some having only been in existence for the last few years. "Family History Monthly" was started in March 1996 and has increased its circulation since then. "Ancestors" was started in 2001 and has trebled in size during this time. Family Tree has only been going for 7 months but has already increased its circulation. Other magazine publications are:-

Your family Tree (UK 2004 current)
Ancestry Magazine (USA 2000-current)
Family Chronicle (1997-current)
Family Tree Magazine (UK 1998-current)
Genealogical Computing (USA 2001-2002)
History Magazine (2000-current)
Irish at Home and Abroad (1997-1999)
Practical Family History (UK)
Heritage Quest (first published in 1985)
Family Chronicle
Everton's Family History Magazine (1947)
Genealogical Computing

6.1.6: Dorset Local History Centre

The Dorset Local History Centre is used by many visitors in addition to the local history centre at Bridport Museum and the WDRC.

The figures below are for visitors going to the centre. These figures are for those doing family history research only. They do show a decline. However, it should be noted that from Nov 2003 - July 2004 the centre was closed one day a week and in 2004 the centre was also closed for all of December.

2000	8731
2001	9098
2002	9002
2003	7543
2004	6207

It is likely that this steady decline is as a result of the Internet. So many sites are now available to help you research family. Even the “Friends Reunited” website that has been so successful in reuniting old school or work place colleagues has its own “Genes Reunited” website, where it helps you build your family tree and puts you in touch with other people with the same name etc.

7: The Economic Impact

This section is designed to give a general outline of the factors arising from people visiting the local history centre at Bridport Museum and West Dorset Research Centre, which can be used to assess its impact on the economy of Bridport. The two centres economic results have been combined for the purposes of this exercise as responses to financial questions were limited and therefore provided too small a sample for each centre and the results would have had much less impact.

7.1.1: Visitor Numbers

Feedback on visitor numbers to the West Dorset Research Centre and the local history centre at Bridport Museum suggests that 1,646 people visited the centres in 2004.

7.1.2: Total Revenue – Direct Spend

The table below indicates the total revenue generated in Bridport and its immediate area during 2004. The data provided is based on a calculation of the average daily spend per visiting person.

Item	Visitor Revenue (£)
Accommodation	11,028
Food and Drink	5,267
Convenience Goods	658
Durable Goods	1,975
Entertainment and Leisure	987
Fares and Petrol	3,292
Incurred Costs	823
Total Costs	£24,030.00

7.1.3: Economic Impact - Secondary Effects

Expenditure by visitors to (client) results in approximately £24,000 of business turnover in the wider economy. This in turn creates additional turnover in secondary suppliers, who in turn have their own suppliers benefiting from this expenditure and so on.

A Type II Output Multiplier¹ for the Recreational Services industry sector in the order of 1.854² can be applied to the figure for direct expenditure to derive the

¹ A Type II multiplier measures the direct economic effects of the operation, plus the indirect effects on demand throughout the supply chain, plus the "induced" rise in demand resulting from increases in household income flowing from increased employment throughout the supply chain arising from the initial expenditure.

final magnitude of these effects; i.e. every £1 spent by visitors results in an additional turnover or "output" of £0.85 in the wider economy.

The local history Centre and the West Dorset Research Centre therefore contribute a total of approximately £44,600 to the economy.

² Source: Input-Output analysis tabulations. Scottish Executive

8: Conclusions and Recommendations

The West Dorset Research Centre and the history centre at the Bridport Museum perform a valuable service to those undertaking Family History Research. It has limited resources compared to other research providers but then it lacks the substantial funding of the larger Council run projects.

The two centres combined have proved to have a positive economic effect on the local economy of Bridport if only in a small way. The secondary income generated is enough to support one full time employee within the tertiary industries of Bridport.

The two centres attract people from all over the world to undertake family history research at all levels i.e. local research through to international research.

The two centres success and popularity is accredited to its considerable army of volunteers without whom the centres would not run.

The WDRC will need to eventually find new premises if it is to meet the current legislation on Disability access. However other small research centres are also experiencing the same access limitations. Perhaps Lottery Funding maybe applied for in the future to help improve access for the disabled. The history centre at the Bridport Museum already has disabled access and toilet facilities

Genealogy has boomed over the last few years as people attempt to discover their family roots. Historical research can often uncover some surprising facts about ones ancestors – could you be related to a notorious highwayman or member of the Royal Court? However, as more and more information and data is now available through the Internet. It might be better to move the focus of the research centres even more towards helping people with Internet research and providing the facilities to go on line to access that information and also to print information. More computers and faster Internet connection through Broadband would be beneficial.

Other areas where family history research may be used is with Conservation plans. Many projects require a conservation plan in order to bid for Heritage Lottery Funding. Explaining the history of the site in question is one of the most important factors in understanding its significance and helps to identify future policies and actions.

The WDRC can move towards helping people research documentary evidence to date buildings more accurately. This is especially useful if you are planning to renovate or extend an old building. Discovering previous owners can not only shed light on why the building was altered at a certain date but may put a name to the resident ghost! Ordnance Survey and other printed maps are used, together with tithe documents, enclosure awards, quarter sessions, estate and parish surveys, deeds, wills and census returns. These are just a handful of records that may help create a story of the building's development. Much of this is available through the Internet and so the centres could widen their capacity

into history research generally.

Although visitor figures have dropped across the board to Archives and research centres including both Centres in Bridport the potential to increase visitor numbers may well exist. If the computer frequency and incidence can be improved at the centres then it is likely that visitor numbers would improve. Research undertaken by MORI shows that over 50% of those surveyed use the internet as their first research source. This was less with those over 55. The press release can be found in *Appendix 9.2*. If it can be publicised that the centres have free access to the Internet for family history research then visitor numbers may well go up.

Another point that is clear from the research results is the lack of identity or branding particularly for the WDRC. It is evident that visitors get confused by the different names of research centres and can not recognise the differences between them. It maybe advantageous if the two centres were to merge that a new identity, name and brand be created to seal the reputation and image of the centres for the future.

Many County Councils are applying for Lottery funds to improve access to their Sites and Monuments Records (SMR's) and their Historic Environment Records (HER's) for all. These records contain thousands of entries (maps, documents, photographs, aerial photographs and artefacts) on Archaeology, Landscape and local heritage etc. It maybe possible in the future for Local Family History Groups to tap into these records to boost the availability of local information.

County Councils are also looking to swell their records by getting people to add local information to their SMR & HERs perhaps in future as people uncover local history and events these can be included in the SMR's and HER's added on through the internet or recorded oral histories etc.

There is no doubt that the interest in Family History Research is continuing to grow substantially. The BBC programmes "Who do you think you are"? is substantial proof that there is a growing interest in this field.

If the diversity of DIY, House makeovers and Gardening programmes on the television over the last few years are anything to go by the attention and interest given to such hobbies as family history research will continue to grow for many years to come.

9: Appendices

9.1.1: Why did you start researching?

"Black sheep" talk	I wanted to know who I was
A group was started from the local History Society where I was living	Inherited a large amount of material
Am last male descendant	Interest after inheriting family papers
Ancestors came from Bridport	Interest after inheriting family photos
Bridport food festival research	Interest after looking at old marriage certificate
Children were asking questions	Interest after retirement
Conflicting stories from the previous generation	Interest generated by some old family papers
Curiosity	Interest in Ald Family 35 years ago 1965
Curiosity & Inheriting family papers	Interest in family background
Curious to know ancestors and their origin	Interest in family history
Curiosity	Interest in Genealogy
Curiosity	Interest in origin of ancestors
Curiosity	Interest in personal family ancestors
Curiosity and promise to brother	Interest in trades
Curiosity in family	Interested in local history
Degree in history	Interested in the family
Details in family bible	Interesting past time during retirement
Family interest	Intriguing family stories
Family interest	Investigating family stories
Family stories from relatives	Learn more about family roots
Fascination	Links with local brewing industry
Father talking about his missing Uncle in USA	No Known ancestors
Father wished to know more about his mother's history	Part of social and regional history degree
Find out origin and occupation of ancestors	Project research
Finding route	Prompted by inquiries from family member
For a project to gain an Open University degree	Researching family tree
General interest	Researching ship building families
General interest	Roots are in Bridport and Portland
General interest in history	Sense of belonging in small village-name on many graves
Given photograph of great great grandfather and wanted to know more about him	Simple desire to know more about my family, how and why did we leave Parnham in Beaminster to fight Indians on the frontier of USA
Great grandfather lived in area	So grandchildren know their roots
Group interest - Charmouth Pavey Group	Stories of the family give me interest
Have always been interested	Tales from grandmothers past
History of house	To connect ancestors with wider historical events
Hobby	

To find my grand mothers family	Unusual family name
To further that which I already know	Unusual surname
To identify family history for future generations	Wanted to know more
To learn more about my roots	Wanted to know more
To preserve the knowledge of the family living members	Wish to chart history as far back as possible
Trailing ancestors	Wished to find roots

9.1.2: Postcodes

2 Australia	1 Enfield	1 New Zealand
2 Bath	2 Exeter	1 Newport
1 Bournemouth	1 Falkirk	2 Portsmouth
2 Brighton	1 Gloucester	1 Redhill
1 Bromley	1 Harrow	1 Swansea
1 Bristol	2 Hemel Hempstead	1 Stockport
1 Canada	1 Ipswich	1 Southampton
3 Cardiff	1 Kingston upon	5 Taunton
3 Dorchester	Thames	2 United States
31 Bridport	1 Leicester	1 Warrington
8 Beaminster	1 Newcastle on Tyne	

9.1.3: Occupations

• 2 Accountant	• Design advisory officer	• 3 Lecturer
• Aeronautical engineer	• Director and tech. adviser overseas	• Mechanical engineer
• Agricultural consultant	• Director of charity	• 2 Medical Research
• 2 Author	• Doctor	• Medical scientist
• Butler	• Electronics technician	• Meteorologist
• Chartered Surveyor	• 2 Engineer	• Midwife
• Civil engineer	• 3 Farmer	• Motorcycle racing mechanic
• 8 Civil servant	• Fitness instructor	• NCB Finance dept
• Classic vehicle restorer	• Furniture designer	• NHS manager
• Company Director Housing	• Graphic designer	• Nuclear Engineering
• Computer Systems Analyst	• Hairdresser	• Pipefitter/fabricator
• Counsellor	• Head teacher	• Rail manager
• Dept director in MOD	• Health and safety officer	• Regional manager for major charity
	• 2 Health service carers	• Sales Manager
	• 2 Insurance clerk	• 7 School teacher

- 2 Surveyor
- 2 Systems Analyst/Manager
- Taxi driver
- 2 University Lecturer
- University Professor
- Wool shop owner
- Writer

9.1.4: What can we do to improve any aspects of the West Dorset Research Centre?

- BM-not aware of what is available, WDRC-not well identified
- Centre good but needs better facilities for research staff
- Combine resources into one location
- Compile an up to date list of useful internet sites, compile more data on surrounding villages, improve access to maps of area, compile user leaflet on all sources
- Do not think they should overlap resources
- Increased opening times
- Larger premises and parking facilities
- Make an obvious index of facilities and records available, microfilm newspaper reader difficult to use due to overhead lighting
- More accessible info in the town
- More funding for more resources and equipment
- More room, Records from across Dorset, Outreach from DRO, GRO Index
- Move the computer terminals, open more days
- Parish records-increase period of cover, national
- Parking for vehicles
- Perhaps the councils could be persuaded to provide finance for the research
- Please retain all the dedicated staff
- Premises ok but becoming overcrowded
- Premises small
- Provision of up to date computer systems and associated software e.g. broadband or similar internet connection
- The full range of GRO is needed
- Unable to obtain family will was told that it would be in several places that it was not
- Unable to use resources to their full potential but staff were excellent
- Websites with location maps/hours/available resources/ available hardware (scanners), printers

9.1.5: What can we do to improve any aspects of the History Centre at Bridport Museum

- Acquire as many records as possible
- cannot think of anything to improve facilities
- Centre would benefit from bigger premises
- Combine resources into one location
- Do not think they should overlap resources
- Increased opening times
- Larger premises and parking facilities
- Make an obvious index of facilities and records available, microfilm newspaper reader difficult to use due to overhead lighting
- More accessible info in the town
- Parish records-increase period of cover, national
- Please retain all the dedicated staff
- Seems fine to me
- Staff extremely helpful which is very important until people become familiar with resources
- Surprised to hear that the centres are now charging a fee for facilities, would think twice about paying as its so close to Dorchester records office where it is free
- The full range of GRO is needed

9.1.6: Questionnaires – Long Version

Dorset Family History Survey 2004

Could you please help us by providing a few details of your visit? We would like to learn more about our visitors and their experiences researching family history, to help us improve our services. This questionnaire is completely confidential and will take only a few minutes to complete. Simply indicate your chosen answer by ticking the appropriate option or writing in the space provided, and return your questionnaire by 30th June in the freepost return envelope.

Q1 Which Centre did you use when researching family history?

- The history Centre at Bridport Museum*
The West Dorset Research Centre

Q2 How did you first hear about the History Centre at the Bridport Museum or the West Dorset Research Centre?

- *Tourist Information Centre*
Local Press
Somerset & Dorset Family History Website
Greenwood Tree publication
**Family History Website (please specify)*
Local Library
Bridport Museum
Holiday Accommodation
Friends / Family (Word of Mouth)
**Other (please specify)*
**Name of TIC* _____

**Name of Family History Website* _____

**Please specify 'other' source* _____

Q3 Which of the following resources did you use when you visited either of the centers? (tick all that apply)

- Microfiche/film reader*
Computer
Files
Staff assistance
**Other (please specify)*
**Please specify 'other'* _____

Q4 In total, how many days did you spend while visiting either of the centres?

- 1 3
 2 4 +

Q5 What were you researching? (tick all that apply)

- Families in West Dorset* *Families who have migrated*
Families in Dorset *House/Parish/Village research*
Families elsewhere in UK **Other*
**Please specify 'other'* _____

Q6 Please give a brief explanation as to why you started researching Family History?

Q7 How long have you been researching Family History? (please tick only one)

- Less than 6 months*
6 mths - 1 yr
1-2 yrs
2-5 yrs
5-10 yrs
10 yrs +

Q8 What areas have you been researching? (tick all that apply)

Locally.....

Regionally.....

Nationally.....

Internationally.....

Q9 What other facilities did you use?

The West Dorset Research Centre.....

Bridport Museum.....

The Bridport Library.....

The Dorset Record Office.....

The Internet.....

Other*.....

*Please specify 'other'

Q10 Please indicate how strongly you agree or disagree with the following statements with respect to your ability to using the Internet as a research tool?

	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly disagree
I use the internet regularly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would like to learn how to use the internet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I do not use a computer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q11 Please rate the History Centre at the Bridport Museum or the West Dorset Research Centre on the following aspects...

	Very Good	Good	Neither Good or Poor	Poor	Very Poor
Helpfulness of the staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provision of research facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Depth of research material	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Location of building	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ease of finding the building	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If you ticked poor or very poor, please give a reason for your answer.....

Q12 On the scale below, how likely is it that you would. . . . (tick one box in each row)

	Very likely	Likely	Not sure	Unlikely	Definitely not
Visit the centre again	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recommend the centre to others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q13 How many times have you visited the History Centre at Bridport Museum or the West Dorset Research Centre in the past? (tick one only)

Once.....

Twice.....

Three Times or more.....

This is my first time.....

Q14 Would you be prepared to pay to use the facilities at the centres?

Yes.....

No.....

Maybe.....

Q15 Would you be willing to pay for private research?

- Yes.....
- No
- Maybe

Q16 Would you like to see any of the following at the either of the Centres? (please tick all that apply)

- GRO Index
- More Parish Registers
- 1901 Dorset Census
- Local newspaper on microfilm
- Printing from microfilm & microfiche facilities.....
- Better Internet connections
- Other*

*Other please specify _____

Q17 From where did you travel to the centre? (tick one only)

- Home
- Hotel.....
- Guest house.....
- Camping / caravan site
- Home of friend or relative.....
- Self catering cottage / flat / house.....
- Holiday Park.....
- *Other (please specify)
- *Other _____

Q18 About how far away is this? (tick one only)

- Under 5 miles
- 5-14 miles
- 15-24 miles
- 25-49 miles
- 50-74 miles
- 75+ miles

Q19 What was your main method of transport to visit the centre? (tick one only)

- Own motorised transport (car, motorbike etc)....
- Public transport
- Coach (organised trip)
- Taxi
- Walking
- Bicycle.....
- *Other (please specify)
- *Other method of transport _____

Q20 Was your visit to the centre part of a ... (tick one only)

- Morning / afternoon outing
- Day trip from home
- Short break (3 nights or less).....
- Main holiday (4 nights or more)
- School trip
- Local business trip
- Visit to friends and family
- *Other (please specify)
- *Other _____

Q21 If you were on a short break or main holiday, how many days did you stay in Dorset? (write in)

Q22 Was your visit to the centre (tick one only)

- The main reason for your trip / holiday
- A secondary reason for your trip / holiday
- Unplanned.....

Q23 On a typical day visiting the centre, which of the following activities did you participate in? (tick all that apply)

- Whole day visiting the centre
- A short visit to the centre
- A pub / restaurant / cafe meal
- A visit to other local attractions
- A shopping trip
- A visit to the beach / countryside

9.1.7: Questionnaires – Short Version

Dorset Family History Survey 2004

Could you please help us by providing a few details of your visit? We would like to learn more about our visitors and their experiences researching family history, to help us improve our services. This questionnaire is completely confidential and will take only a few minutes to complete. Simply indicate your chosen answer by ticking the appropriate option or writing in the space provided, and return your questionnaire by 30th June in the freepost return envelope.

Q1 Which Centre did you use?

Bridport Museum *WDRRC*

Bridport Museum

Q2 How did you first hear about theCentre ?

- *Tourist Information Centre.....
 - Local Press
 - Somerset & Dorset Family History Website.....
 - Greenwood Tree publication.....
 - *Family History Website (please specify).....
 - Local Library.....
 - Bridport Museum.....
 - Holiday Accommodation.....
 - Friends / Family (Word of Mouth)
 - *Other (please specify).....
- *Name of TIC _____
- *Name of Family History Website _____
- *Please specify 'other' source _____

Q3 Which of the following resources have you used today at the Centre? (tick all that apply)

- Microfiche/film reader.....
 - Computer.....
 - Files.....
 - Staff assistance.....
 - *Other (please specify).....
- *Please specify 'other' _____

Q4 In total, how many days have you spent / are you planning to spend visiting the history centre at Bridport Museum

- 1..... 3.....
- 2..... 4+.....

Q5 What are you researching today? (tick all that apply)

- Families in West Dorset..... Families who have migrated.....
 - Families in Dorset..... House/Parish/ Village research.....
 - Families elsewhere in UK..... *Other.....
- *Please specify 'other' _____

Q6 Please give a brief explanation as to why you started researching Family History?

.....

.....

Q7 How long have you been researching Family History? (please tick only one)

- Less than 6 months.....
- 6 mths - 1 yr.....
- 1-2 yrs.....
- 2-5 yrs.....
- 5-10 yrs.....
- 10 yrs +.....

Q8 What areas have you been researching? (tick all that apply)

- Locally.....
- Regionally.....
- Nationally.....
- Internationally.....

Q9 What other facilities do you use?

- The West Dorset Research Centre.....
 - The Bridport Library.....
 - The Dorset Record Office.....
 - The Internet.....
 - Other*.....
- *Please specify 'other' _____

Q10 Please indicate how strongly you agree or disagree with the following statements with respect to your ability to using the Internet as a research tool?

	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly disagree
I use the internet regularly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would like to learn how to use the internet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I do not use a computer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q11 Please rate the history centre at Bridport Museum on the following aspects...

	Very Good	Good	Neither Good or Poor	Poor	Very Poor
Helpfulness of the staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provision of research facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Depth of research material	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Location of Museum building	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ease of finding the Museum	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If you ticked poor or very poor, please give a reason for your answer.....

Q12 On the scale below, how likely is it that you would... (tick one box in each row)

	Very likely	Likely	Not sure	Unlikely	Definitely not
Visit the centre again	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recommend the centre to others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q13 How many times have you visited the history centre at Bridport Museum in the past? (tick one)

Q14 Would you be prepared to pay to use the facilities at the history centre?

Yes.....

No.....

Maybe.....

Q30 Would you be interested in the following? (please tick all that apply)

Lessons in Genealogy.....

Talks on Genealogy.....

Tours to find where ancestors lived.....

Q15 Would you be willing to pay for private research?

Yes.....

No.....

Maybe.....

Q16 Would you like to see any of the following at the Centre? (please tick all that apply)

GRO Index.....

More Parish Registers.....

1901 Dorset Census.....

Local newspaper on microfilm.....

Printing from microfilm & microfiche facilities.....

Better Internet connections.....

Other*.....

*Other please specify.....

Q18 Please enter your full postcode in the box below. If you live outside the UK, please state your home country instead.

Q27 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.....

Q28 Please state the occupation (job title) of the main wage earner in your household. (If they are retired or currently not working, please specify their last main job).

Q29 Please use this space to let us know what we can do to improve any aspect of the history centre at Bridport Museum

Thank you for taking part in this survey

9.2: Mori Survey Press Release

Users and non-users

- **Significantly more people** are using the internet than not using it.
- Both men and women are more likely to use the internet than to not use it, as are respondents aged 16-54, those who work, ABC1s and those with formal educational qualifications. Conversely, people aged 55+, who don't work, are categorised as social class C2DE, and who do not have formal educational qualifications are more likely *to not use* the internet than to use it.
- Men, people aged 16-54, who work, come from social classes ABC1, have a formal educational qualification and no children living with them are *more likely to be internet users* than women, people aged 55+, those not in work, C2DEs, people who do not have a formal educational qualification and have children living with them.
- Conversely, women, people age 55+, those who do not work, who come from social classes C2DE and people who do not have a formal educational qualification are *more likely to be non-users of the internet* than men, people age 16-54, those who work and come from social classes ABC1.
- This pattern is reflected throughout the research with the demographic characteristics of users continuously visible among those expressing a higher level of confidence and knowledge of online services. In addition, these sub-groups tend to be frequent users and find it easy to access the world wide web.
- As well as identifying users and non-users, the research also distinguished between those who have **never used** the internet and **lapsed users**.
- **Lapsed users** tend to be young people, educated to at least GCSE-level [or equivalent] and working. This finding suggests that use of the internet

may be prone to lapsing as people move from education and training into the world of work.

- In contrast, **never used** respondents have a very different profile, being more likely to be older, to have no formal educational qualifications and to not be in work.

Internet Knowledge, Confidence, Access and Use

- Most of the population is aware of the internet to some degree, with just under half (49%) of all respondents saying they know at least *a fair amount* about it. Just under a quarter (23%) say they have *heard of the internet, but know nothing about it*, while the remaining one in four respondents (27%) say they know *just a little*. This pattern understandably alters according to the level of internet use with **current users** displaying the highest awareness of the world wide web in contrast to those with no experience of it.
- Overall, respondents are confident about internet use (59% versus 37% not confident), although this varies considerably according to knowledge of the world wide web.
- On the whole, three-quarters find it easy to get access to the internet, with nearly half of all those surveyed (49%) describing their access to the internet as *very easy*. However, as may be expected, the perception of ease of access is interlinked with actual use - **never used** respondents are more likely to find (or perceive) access as difficult. It is worth noting, moreover, that ease of access does not always guarantee use: nearly two-fifths (38%) of people who have **never used** the internet, together with over half (55%) of **lapsed users**, describe their potential access to the internet as *easy*.
- People identify a wide range of places in which they get online, from the home to the workplace to internet cafés. For **current users**, however, home is the most common place of access, mentioned by 80%. In contrast, for those **not currently** using the world wide web, a friend or relative's home is where they would most likely go if they wanted to get

online. Again, it is worth noting that a quarter of this group say they could access the internet at home, illustrating that apparently having the facility apparently ‘on tap’ does not guarantee its use.

- Just over half (53%) of all respondents could be described as *frequent users*, in that they use the internet at least once a week. Indeed, three in ten (30%) respondents use the web every day. Frequency of use is influenced by where respondents access the internet. In total, 94% of those who access the web both at home and elsewhere use the web at least once a week. However, the same is true of 82% of those with only home access and 70% of those whose only access is outside the home.
- The majority of **ever used** respondents (60%) have been using the internet for four or more years. A further one in three (32%) have been online for between one and three years. Just 6% logged on for the first time in the last year and these respondents are more likely to be out of work, in social classes C2DE and to have no or lower level – GCSE [or equivalent] – educational qualifications. Those using the web for the first time this year are also more likely to have children under 10 years old in their household (9% versus 5% of respondents with children aged 11+ and 6% of those with no children).
- Experience of structured training for using the internet is **low** among respondents: just 10% have received any *formal* training in how to use the internet and one in three people (33%) are self-taught. Just over one in four (28%) have had some kind of *informal* training, for example, from friends and family, or from work colleagues.
- The majority (56%) do not feel they need additional help in learning how to use the web, despite being largely “amateur” users.

Non-users: Barriers to, and Potential Incentives for, Going Online

- Lack of interest in the web is, by far, the main reason given by those who **do not currently** use the internet. Other contributory factors which are frequently mentioned include *I don't know enough about it, I cannot afford*

to buy a computer or I do not understand the jargon and terminology associated with the internet.

- Different factors come into play for **lapsed users**, however, with a higher proportion than **never used** respondents citing *there is nowhere convenient for me to access the internet* or that they *used to have access but don't at the moment*. They also demonstrate more concern over the cost of ICT.
- Regarding incentives to get online, over two in five (43%) non-users – around 15% of the whole population – say *nothing* would encourage them to go online. However, *cheaper computers* and *cheaper internet charges* are both cited by around one in six non-users as something which would encourage them to start using the internet. *More time to use it* is also mentioned by one in seven respondents (13%). An additional driver would be *having to go online* because the information needed could not be obtained from any other source (12%).
- If online, around a third (32%) of non-users would use the internet to search for specific information, including *information about my local area* (31%) and *historical information* (30%). Genealogy would also be a popular online pursuit.

Internet Users

- Amongst those who have **ever used** the internet, the most frequently cited reasons for doing so are *to search for specific information in connection with a hobby or interest* (59%) or *to book holidays, hotels and flights* (54%). Eight in ten **ever used** respondents say they have searched for specific information; in contrast, only three in ten **non-users** say they would want to use the web for this purpose if they were online (perhaps because they don't know this is possible).
- Potential uses of the internet not yet realised by **ever used** respondents mainly relate to arguably 'high-risk' activities which involve financial transactions, and which many internet users have concerns about.

However, a further one in ten users say they would like to, but don't currently, use the internet to search for specific information.

How Do We Use Websites?

- Search engines are the most used – as well as the most popular – method of searching the internet: 81% of those who have **ever used** the internet say this, rising to 85% of **current users**.
- For those who have **ever used** the internet, over three-quarters (77%) say it is easy, on balance, to find the information they are looking for; this rises to eight in ten (79%) of **current users**. On the other hand, one in eleven respondents who have **ever used** the internet say it is difficult to find information (9%), with **lapsed users** significantly more likely than **current users** to describe it as such (22% versus 8%).
- Respondents are largely not time conscious when online, with only three in ten of all respondents agreeing that they keep an eye on how long they spend on the internet (30%), and over half saying that they like to spend time browsing (55%). Younger users and workers are the most likely to be more carefree surfers but more significant is the difference between broadband and modem users. As might be expected, broadband users are less likely to clock-watch while online as they have generally more flexible/cheaper access.
- **Half of users agree that the internet is now their preferred information resource:** 51% say it is the first place they go to gain information. However a third (32%) disagree with this statement. As we would anticipate, those aged 55 and above are not as eager to use the internet as their first option, nor are those who describe their access to the internet as difficult.
- Looking at what is important to people accessing websites, many factors are taken into consideration. The overall layout and professionalism of a website's design emerges as a key factor in the way people react to it. Reliability of content is also seen as a highly important factor for 92%, including 63% saying *very important*. Similarly, the quality of content, and

how up-to-date it is, are cited as important by the vast majority of internet users within the population. Links to other sites, and the availability of downloadable materials, are relatively 'unimportant', however.

Reputation and Trust

- The reputation of an organisation and the trustworthiness of the content of websites are important factors in people's attitudes towards online information resources. This research has found that different types of organisation generate varied levels of trust amongst members of the public.
- Information provided via the websites of more established organisations such as museums, libraries and archives are most likely to garner *a great deal or fair amount* of trust from people. This is particularly the case in comparison to more commercial websites such as utility companies, travel agencies and internet-only retail companies. However, it is the websites of organisations people have not heard of, as well as pressure groups which generate the most negative response.
- An organisation's reputation, 'gut instinct' and a personal recommendation are the factors most likely to convince people that the content of a particular website is reliable.

(*Understanding the Audience* 2005; pp. 5-8)

"Publication of Data

As with all our studies, findings from this survey are subject to [MORI's] standard Terms and Conditions of Contract. Any press release or publication of the findings requires the advance approval of MORI. Such approval will only be refused on the grounds of inaccuracy or misrepresentation."

(*Understanding the Audience* 2005; p. 3)

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