Surrey County Council SMR Project
Final Report April 2005

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

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

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

Objective 1.1.3: To identify what information existing users would like to access.

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

Objective 1.1.5: To consider the question of charging for access to information or of providing copying facilities.

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

Objective 1.1.7: To research the feasibility of creating multiple nodes for the SMR in museums or libraries or other suitable local venues.

Objective 1.1.8: Examine possible links with the national curriculum, local schools and colleges and voluntary groups by contacting representatives of these groups.

Objective 1.1.9: Examine routes to new partnerships with external organisations and departments (e.g. libraries, museums, archives, English Heritage (EH) education department) and research reciprocal gateways to information.
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Background to Audience Research for An Audience Development Plan and Access Plan for Surrey County Council Sites and Monuments Record (SMR) – a project supported by the Heritage Lottery Fund

The following report is based on research undertaken by The Market Research Group, from 9th August 2004 until 22nd March 2005. All the work contained in this report was supported by the Heritage Lottery Fund.

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

- Protecting and improving the heritage of buildings, objects and the environment, whether man-made or natural, which have been important in creating the character and identity of the United Kingdom;
- Helping people to appreciate and enjoy their heritage; and
- Allowing them to pass it on to future generations.

To this end Surrey County Council invited the Market Research Group to undertake the research into a programme of Audience Research for an Audience Development and Access plan for developing and promoting the County Sites and Monuments Record (SMR).

The SMR is a record of all archaeological sites and finds within the administrative county of Surrey. It is the most comprehensive computerised index to Surrey’s heritage. The 5,600 records span the full range of human history from the Palaeolithic to the 20th century and include Neolithic and Bronze Age barrows, Iron Age hill forts, Roman villas, medieval settlements, field systems, industrial sites. The SMR consists of a database, geographical information system (GIS) and an archive of paper and map-based information including OS maps, site specific files, publications and excavation reports. The SMR can answer a wide variety of enquiries using in-built searching facilities and information mapped on the GIS. This enables enquirers to find out information about archaeological sites, artefacts and historic landscapes throughout Surrey.

The SMR database is fully indexed and a wide variety of enquiries can be answered using in-built searching facilities. All of the SMR information is mapped on the GIS but there is no live link between the two software packages.
Executive Summary

The following summary has been drawn from the detailed audience research findings which can be found in section 4, 5 and 6 of the report. The research was carried out in four stages:

- Survey of existing SMR users – **First stage**
- Survey of new or potential users - **Second Stage**
- Survey of Surrey County Council staff – **Third Stage**
- Focus Groups (new/potential users) - **Fourth stage**

The main points of the research are highlighted under each of the project’s objectives. The full list of objectives can be found in section 2 – Project aims and objectives.

There is a quantitative comments guide in *Appendix 10.20* which shows how percentage results displayed in the frequency and percentage tables of sections 4, 5 & 6 are converted into fractions or word statements. This is to improve and standardise the language used to describe the research findings.

The executive summary draws upon the results from all four stages of the audience research project. These results are used to draw up The Audience Development Plan and The Access Plan which are set out in full in sections 8 and 9 of the report.

Two questionnaires were designed with the express purpose of meeting the project objectives. These questionnaires can be found in *Appendix 10.1 & 10.2*. Two focus groups were also run to expand upon topics touched on in the questionnaire, as well as to obtain a greater perspective on the needs of potential users of the SMR in the future. The topic guides for the focus groups can be found in *Appendix 10.16 and 10.17*.

Each paragraph or point is referenced to the original question number from the two different questionnaires sent out. For the purposes of identification the questionnaire surveying current SMR users is AQ and the questionnaire surveying new or potential SMR users is BQ.
Objective 1.1.1: To provide the Surrey SMR with a sound understanding of its existing users, their background and their reasons for contacting the SMR, so it can identify who is using the service and who is not

This objective was pursued via the first stage of the audience research, the SMR user survey (AQ).

The MRG survey found that the majority (a fifth) of those current SMR users found out about the SMR through schools or college, this is due however to the high percentage of Students accessing the SMR (AQ1). Many others heard via word of mouth and local societies also publicised the SMR.

The vast majority had not experienced any difficulty in finding out about the SMR. Those who had experienced problems did not know which department of the County Council to address their enquiry to and Surrey County Council staff in general lacked familiarity with the Conservation group or the SMR to direct enquiries correctly (AQ2).

Analysis of post code data shows that 60% of SMR users are from the Surrey area - Guildford, Redhill, Sutton, Twickenham, Croydon and Kingston upon Thames, with the remaining 40% making enquiries from all over the UK including Northern Ireland excluding Scotland (AQ35).

The majority of SMR users are male, aged between 45 and 54 (AQ34 & Q33)

The majority of respondents had completed full time education (AQ36), with over three quarters having completed qualifications up to at least degree level (AQ38).

There was only 1% ethnic representation in the user survey; nearly all respondents were white (AQ39).

There was a wide variety of requests for information from the SMR, ranging from simple requests for data on various sites and maps of specific local areas, to larger requests for all SMR records and other data relating to wider research topics (AQ16). The most frequent requests were for printouts of data, and for photocopies of articles and maps and reports. The full list of requested information is in Appendix 10.3.

The largest audience or group of people accessing the SMR was that of amateur archaeologists or historians, amounting to a third of all respondents. Students were the next largest group of respondents, at just over a fifth, followed by Professional archaeologist/historian respondents, at fifth (AQ20). This indicates that the SMR is probably attracting retired or semi retired individuals with amateur interests who are spending increasing amounts of their leisure time researching history, archaeology, landscape and their local environments. In the past the SMR has been very much thought of as a government, or professionals only, facility rather than as one providing access to all. This was born out by
conversations held in the non user focus group during which people expressed surprise at the levels of information available to the general public.

Of those responding to the survey, just over three quarters had made amateur or private enquiries, supporting the theory that individuals (often retirees) with more time on their hands are getting involved in family history research or amateur archaeological research etc. There was a smaller response from commercial enquiries than would have been expected, and the number does not reflect previous commercial use of the SMR. This may well be due in part to the commercial pressures of time and money, with businesses judging it to be unnecessary to respond to the survey (AQ8).

There were a high proportion of first time users of the SMR, with well over half of respondents having used the SMR only once. (AQ4). A cross tabulation of frequency of visit within two years, by expectation of information received (AQ4xAQ19), shows that 40% of those who had only used the SMR once found the information they received a lot better than or better than expected. This would indicate that this high percentage of first time users is because they have as yet had no need to return to the SMR for further information, rather than dissatisfaction with their initial use putting them off returning. Another cross tabulation showing frequency of visit by adequacy of information received (AQ4xAQ14) shows that 92% of first time users received information that answered their enquiry adequately. This again is a very positive response.
Objective 1.1.2: To examine possible groups of new users identifying why they are not using the SMR and how they could be encouraged to do so

This objective was pursued via by all four stages of the research.

The following list is compiled from the responses to AQ40 – Name any appropriate clubs or societies you are affiliated with that might find SMR records useful. Its diversity indicates that a very wide range of groups may benefit from using the SMR in the future.

- Avalon Archaeology
- Bagshot Arch Centre, Surrey Arch Soc.
- Berkshire Archaeological Society
- Archaeological Research Group
- Council For British Archaeology
- County Societies, University Societies, Special Interest Groups
- Croydon Nat History Science Soc. And Surrey Arch Soc.
- Croydon Natural History And Scientific Society
- Ecclesiological Society
- Egham By Runnymede Historical Society
- English Heritage, National Trust
- Epsom And Ewell History And Archaeology Society
- Garden History Society
- Hampshire Field Club
- History Of Thursley Society
- IFA
- Institute Of Field Archaeologists,
- Institute Of Historic Building Conservation
- National Trust
- Renegade Archaeology
- RICS
- Society Of Antiquaries
- Society Of Museum Archaeologists
- SPAB
- Spelthorne Arch. Field Group, Spelthorne Young Archaeology Club Spars
- Staines Museum
- Surrey Archaeological Society
- Sussex Archaeological Society
- Surrey History Centre
- U3A
- Unisearch
- University Of London
- Weald & Downland Metal Detecting Club
- West Kent Metal Detecting Club
- Wetland Archaeology Research Project
The above list goes along way to helping identify those groups that may want to make use of the SMR. Previous research carried out by the MRG has identified other groups that lacked any knowledge of SMRs, but which desired to use them. These comprise: Parish Councils, Architects, Builders, Schools, Amenity groups, and Ethnic organisations, particularly those connected with social integration and education.

The following list includes examples of potential user groups that were invited to attend an SMR non user focus group session:-

Architects, Builders and Land developers/Real Estate
Ramblers’ organisations
Teachers, Lecturers, and other education providers
Amateur/Professional Historians and Amateur Archaeologists
IT experts
Organisations involved in land management - voluntary and commercial
Libraries
Parish Councillors and Secretaries and Parishioners
Organisations involved in supporting Ethnic minorities through social, economic and environmental means.
Landowners, both private and commercial

Some of the groups attending the non user focus group were not using the SMR because they were not aware of its existence. Some (including parish council members) thought that SMR data was only available for professionals or for use within the County Council only.

Both focus groups identified that in some instances people or groups had not been using the SMR because they had not heard of it; in others, because they could not see the relevance of its content to their everyday lives or interests.

There were suggestions from the non user focus groups that those who did not know about the SMR and particularly ethnic minorities in the county, would need a specific link or example of its relevance to themselves before they would consider using it.

The non user focus groups were genuinely impressed with the presentation given by Emily Brants of Conservation group about the content of the Surrey SMR. It was clear that focus group attendees on the whole had no idea of the work undertaken by the group or the research and information that they held on the SMR, whether electronically or in hard copy form.

One particular individual in the SMR user focus group identified a potential valuable link between the SMR and the Ramblers Association Website, with the aim of providing information on historical or archaeological aspects of the landscape for predetermined walks. This would enhance walker’s visual enjoyment of the passing landscape, and provide them with some understanding of its historical development and structure. In the past this type of information has been provided to organisations leading guided walks such as the Council’s
Countryside Management Service, but it would also be of interest to a much wider variety of local voluntary groups.

Another suggestion made in both the focus groups was concerned with the tourist aspects or tourism use of the SMR. It was suggested that the Tourist Information Centres in the region be made aware of the SMR, so they could make visitors aware of it. Those seeking holidays or trips of a specific nature (i.e. researching family history), or those interested in the heritage and history of the area, could find specific local information in the SMR that they might not have access to via normal channels.

Results from the second and third stages of the research, the survey of potential users and Surrey staff, show that just over half respondents knew of the Conservation Group (BQ1). This indicates that there are still rather a large population of Surrey that have no idea that the County Council’s Conservation Group exists.

Two thirds of those responding to BQ2 had no idea what the SMR was.

The majority of respondents (just under three quarters) had not heard of the SMR (BQ3).

Those respondents answering BQ4 who had heard about the SMR knew about it via the Council Offices and word of mouth, and this indicates that other avenues of advertising may need to be explored to promote the SMR. This is especially relevant given that it is likely that some residents of Surrey have little contact with their County Council, and it would not be their first port of call to find out such information.

Of those in the survey who had heard of the SMR (BQ5), less than a fifth had used it.

Around half of those responding to BQ6 would like to know more about the SMR and just over a third were unsure, giving a “Maybe” response.

Over a third said they would use the SMR in the future (BQ7). If the “Maybe” option is included this raises the percentage of potential users to almost all respondents.

A full list of suggestions as to why people thought they would use the SMR (BQ6) in future are in the Appendix 10.5. Amateur local research was high on the list.

BQ18 shows that over 80% of respondents have access to the Internet at home. This is higher than national figures (Ofcom 2004). This indicates that lack of information technology use or knowledge is not the reason that the vast majority of people in Surrey are not using the SMR.

In BQ19, just under half respondents had Broadband access at home. Again this is higher than national figures (Ofcom 2004), and it also shows that access to computers and information technology is not a significant reason for not using the SMR; other factors must be considered.
The majority of people responding to the non user survey were spread evenly across the county, though there were more women respondents than men. The predominant age group was 45-54 years old but all age groups were well represented.

To summarise, the findings indicate

- The vast majority of respondents have no idea that the Conservation Group and the SMR exist
- Many other avenues of advertising may need to be explored to promote the SMR
- Access to computers and IT is not one of the major reasons for not using the SMR
- The SMR is used by many people and different groups throughout the county
- While proportionately more women responded to the survey than men, the overall figures indicate that the SMR is used by all age groups
Objective 1.1.3: To identify what information existing users would like to access

This objective was pursued via the first stage of the audience research, the SMR user survey (AQ). But is also covered in the non user survey too (BQ). The two focus groups also had relevant comments made that relate to the future design of the SMR and Exploring Surrey’s Past websites.

Respondents to the SMR user survey were asked what aspects of other SMRs and SMRs they had used they would like Surrey to provide (AQ12). The following are the responses and comments relating to this question:-

- 18-month backlog (average in south) is ok but any longer poses problems.
- Aerial photo transcriptions, GIS format inclusion of documentary & listed building info, up to date and accurate info.
- Computerised databases.
- Direct Internet access. Photographs.
- Faster response.
- GIS data.
- Hampshire is more friendly & their website is easier to use.
- Hampshire cross-linked with Environment & Buildings.
- Include listed building data in SMR.
- Incorporating listed building info (as in Hampshire AHBR) would be useful, as would supplying search data as spreadsheet or database, rather than as a word document (e.g. Wiltshire).
- It felt like it was an area for that purpose, it was easier to find information - but that may have been the topic I was studying. It would be good if the SMR was located at the Surrey History Centre - it would all be in one place and not split up.
- It would be helpful if all could provide pictorial evidence within citations e.g. Tumuli, which can otherwise be difficult to locate.
- More space to handle maps and aerial photographs.
- Most are of the Exegesis format long reports plus maps.
- No Surrey is one of the better ones - easy to access and useful GIS information.
- No Surrey was fine, although a printout with the find spot locations, and digital information would be very useful.
- No, but I think the SMR should be online.
- On line access.
- On line availability.
- Online SMR.
- Results of Searches in Digital format.
- Resources on computer.
- Surrey is the best I have been to.
- Yes all for Berkshire.
- Links to Aerial photos sources for particular sites.
- Better quality and more accurate maps where applicable and more accurate info.
- Retain air photo coverage old and recent as part of SMR.
- Surrey is better.
- I didn't know the full range of services - my enquiry was very specific.
- Detailed printouts for a specific period (this may now be available).

It is obvious from the list above that on-line access to SMR information is a commonly requested improvement. People would then be able to get as detailed or as basic a level of information that they require.

Respondents were also asked how important they thought it for the SMR to provide Exhibitions, Displays, Interactive displays, Events, Lecture Series or any other services (AQ31). The provision of Lecture Series by the SMR was the most highly rated service; this being rated very important or important by over half of respondents. Exhibitions and Events were also highly rated by under half of respondents.

Other suggestions as to services that could be provided by the SMR were:-

- Central point on advice regarding PPG16 and research
- Depends on what you want to get out of this, what is your own motivation? All these are useful.
- Educational packs for teachers
- I am only likely to use the SMR in a commercial capacity
- Isolated Lectures as requested from the public
- Means of explaining how a computerised SMR works - how to access it electronically
- Partial overlaps with neighbouring counties e.g.10km
- Talks to groups, inc children/young people
- The SMR needs to be more "out there" in the school curriculum.
- These would promote the use of SMR to schools etc.
- Very important for SMR's to collect & maintain historical & archaeology records.

It is important to note that the above list infers that there is a need for more information about the SMR and its content to be promoted to all types of possible users, especially schools.

In AQ6 respondents were asked to rate certain aspects of the SMR service. These were: helpfulness of staff, range of information in the SMR, accessibility of the SMR, waiting times for receiving the information, standard of equipment, accessibility of equipment, booking availability and space to work. Of these, the helpfulness of the staff was the highest rated, with all respondents (99%) rating it very good or good.

Waiting times for the SMR was also highly rated by the vast majority of respondents and range of information also well rated. All other aspects of the SMR were not as highly rated, principally because very few respondents to the survey had actual knowledge of the physical aspects of the SMR offices.
Responses to AQ25 showed that the majority of respondents were aware that the Surrey SMR contains historic OS maps, aerial photography, photos of buildings and published sources of local information. Half to two thirds said that this information would have been or was useful to their enquiry. However, only half of the respondents knew about the PPG 15 & 16 reports held by the SMR, and were therefore not conversant with the important role commercial contract archaeology has to play in the county. Historic photos of buildings proved to be not so useful to respondents.

A fifth of respondents to AQ13 received their information within 2-4 days, while just over a tenth did not receive their information for 2 weeks or longer. These results have undoubtedly been affected by the low number of commercial responses to the survey; since such enquiries normally have priority treatment and are dealt with as soon as possible due to their commercial nature, local planning issues, and contract deadlines.

On the positive side just over a third of respondents had their enquiry dealt with immediately.

The vast majority of respondents felt the information they received from the SMR answered their enquiry adequately (AQ14).

The vast majority of respondents to AQ17 also felt that the information they received was in a suitable format.

Those few respondents, who were not happy, felt the information was a little confusing, or the layout could have been better. Full answers to the question can be found in section 4.17-18 (AQ18).

Two thirds of respondents for AQ19 felt the information they had received was what they had expected; the proportion, however, of those who received information that was “a lot better” or “better” than they had expected was over a third.

Over half of respondents to AQ28 said they would like to pass information back to the Conservation Group for inclusion in the SMR via E-mail, and directly via the internet.

All four stages of the research indicate that an actual SMR office is very necessary for those who want a more personal service provided by the SMR staff. At the moment both physical space and SMR staff time is very limited at County Hall and this needs to be looked at.

Cartographic map layering was discussed in both focus groups and this proved fascinating for all concerned. It was generally agreed that this would be a very useful facility if it was to become widely available.
Objective 1.1.4: To assess how people would like to access information – be this through the Internet, via travelling road-shows, static displays, at the SMR offices or by other means

This objective is covered by all four stages of the research

In AQ21 ratings for “most preferred” and “preferred” means of access to the SMR were combined. The majority of respondents preferred access to the SMR via the Internet. However, half of users would like to obtain SMR information via e-mail. The least popular forms of access to the SMR were via leaflets/publications and access via record offices.

Under a fifth of respondents to AQ22, have children or work with children. These respondents were then asked to rate different methods by which children would like to access SMR information. When ratings for “most preferred” and “preferred” were combined, it was clear that children (AQ23) would “most prefer” access to the SMR via the Internet (100%), but just over half of child users were likely to “prefer” access to archaeological information and advice via its staff.

Well over three quarters of all SMR users responding to AQ32 have access to the internet at home. This is higher than the national figure. Only 4% have no access to the Internet at all.

Just under half of respondents to AQ5 had sort information via a visit to the SMR offices.

The top three facilities that the majority of respondents to AQ24 would like to see provided at an SMR office are:-

- Desk space
- Photocopy facilities
- Staff to help with research

Two thirds of the respondents to AQ10 had used other SMRs throughout the UK and Ireland.

Respondents who had used these other services were asked if there were any aspects of these other SMRs that they would like to see adopted by the Surrey SMR. The vast majority said on-line access to information and databases would be desirable, as well as printouts of colour maps. Many thought Surrey provided one of the better SMR services in the UK (AQ12).

Those responding to the non user survey were asked what they would like to see in an on-line heritage resource, in addition to the basic SMR information. Three quarters of those responding to BQ11 said they would like to see “Ready made” searches e.g. information on Castles in Surrey, Roman Villas, etc. Info on sites open to public and local knowledge and oral history were also popular, with nearly three quarters of respondents wishing to see these included on an on-line heritage resource.
Question BQ13 asked non users if they would be interested in other SMR outreach activities. Over half said they would be interested in leaflets about specific periods, monuments etc. Teacher’s resource packs and travelling exhibitions were also popular.

To summarise, there is overwhelming evidence from all four stages of the research carried out that all age groups and user group types would most prefer accessing the SMR by on-line means, but that there is also a need for the SMR to be in a physical location where people can go and look at the information themselves, and if they wish, be able to seek advice and help from the staff of the Conservation Group.
Objective 1.1.5: To consider the question of charging for access to information or of providing copying facilities

Of those who made non commercial enquiries, only a quarter would be prepared to pay for future information (AQ29).

£5.00 was a popular fee suggested by respondents although a few respondents would be prepared to pay up to £30 (AQ30).

The majority (two thirds) of those commercial respondents who had used other SMR services said that the price scales were about the same as other SMRs (AQ9).

In AQ24 one of the options given for facilities that the SMR should provide is Photocopy facilities. 90% of all respondents said this is a service or facility that should be provided at the SMR offices.

The general opinion gained from the focus groups was that SMR information should be free for all general public enquiries and charged for commercial or professional enquiries (as is currently the case). If an individual member of the general public needed help in researching specific information then a charge could be made for the SMR staff time and photocopy costs if appropriate.
**Objective 1.1.6: To research the demand for participation in events, fieldwork or research organised and run by the staff of the SMR.**

AQ31 asked respondents to rate how important it was for the SMR to provide other events and services. When the ratings “Very important” and “Important” were combined, over half respondents felt it was important for the SMR to provide a Lecture series. Just under half of respondents felt that exhibitions and events should be provided. Interactive displays were considered the least important services by respondents.

Other information relevant to this objective can be found in Appendix 10.18 & 10.19 where the full transcripts from the non user focus groups are set out. Some suggestions were made in the focus groups that the future SMR website should also provide information about activities, events and ongoing archaeological projects round the county.

Teachers at the non user focus groups said it was difficult these days to get groups of students/pupils out into the field due to Health and Safety rules and other regulations. There are also difficulties in obtaining insurance for field trips, and getting enough staff to supervise these trips. It was suggested that SMR staff could make a greater effort to visit schools and talk about specific archaeological sites nearby the schools or the students’ homes. This could encourage an interest in history, landscape, geology, environment and archaeology in the pupils, and they might visit these locations later in their own time or for a day out with their families.

Another teacher in the non user focus group said that schools were very keen for their children to become involved in local projects. It would be good to be able to go and visit sites and have archaeological staff present to explain what had happened at a particular site. One teacher said that years 5, 6, 7 and 8 loved filling out the sort of questionnaires you get at National Trust and other heritage properties. If the SMR could do something like that then the children would take it to their parents and grandparents, etc. to find out the answers and get other information. The children enjoyed then being able to present their findings at school in class.

In the non user survey a quarter of responses to BQ13, about other SMR outreach activities, said they would be interested in Workshops run by SMR staff on how to use a SMR Website.
Objective 1.1.7: To research the feasibility of creating multiple nodes for the SMR in museums or libraries or other suitable local venues.

Tourist Information Centres were contacted to attend the non user focus group, but unfortunately no one was able to attend. However, they expressed considerable interest in the SMR, and they wish to be given more information in the future.

Libraries and museums expressed interest in working together to promote the SMR as well as to provide information that could be placed on the SMR.
Objective 1.1.8: Examine possible links with the national curriculum, local schools and colleges and voluntary groups by contacting representatives of these groups

This objective was mostly covered in the two focus groups. Specific groups contacted for the non user survey were; schools, parish councils, museums, amenity groups, architects, builders, and ethnic organisations.

The findings were as follows:

Once the content of the SMR was explained and its relevance identified to all of the above interest groups, many said that they would use the SMR in the future, this was particularly so with the schools and parish councils.

As a result of the focus groups with non users it was noted that on-line access to the SMR would be a very valuable research tool to those individuals and students researching historic landscapes and settlement, and land management projects. On-line access to the SMR might also benefit the Conservation Group in the longer term, by reducing the time and resources spent responding to telephone or e-mail requests from students working on similar projects.

There were no representatives from ethnic organisation attending at either of the focus group meetings and therefore no targeted discussion of the specific areas in which the SMR might be of interest to particular ethnic groups. However other attendees were able to identify several groups who have settled in the county, such as Muslims, and suggested aspects of the SMR which might be relevant to them.

The focus groups for non users had Teachers and Head Teachers present, and it became clear that certain age groups could make good use of the information on the SMR, provided it was set out in clear themes. It was suggested that pupils would find it easier to go in to the information via time lines or periods e.g. Tudor, Saxon or Roman times.

Certain older age groups may not readily use such SMR information due to the national curriculum leading them towards the study of world history. However, there is always the possibility of linking world history back to local history.

Primary school pupils would be very keen to use the information on the SMR to do research on their local villages and towns; however, it was noted that entry to and use of the SMR must be tailored to their particular age group and therefore to their study level.

Ghost stories linked with specific sites, paths and other locations provided interesting discussion. Teachers felt this was an inspired way to spark pupils' interest in their local history.

One teacher suggested the SMR could run a local quiz and the children could do this as part of their homework.

Concerns were expressed that if the SMR site wasn't publicised to Surrey's
schools, it would just ‘sit there’ and not get used at all.

Another suggestion from the non user focus group was that children could learn about the history of their area and its industries, by looking at topics such as place names, or roads since names of buildings or streets often indicate jobs or former industries specific to an area. The SMR might plot the changes in names of streets and buildings and thereby show the evolution of such industries. The industrial revolution is part of the national curriculum and it would help pupils if the SMR could provide a local aspect to this area of study.

The discussions at the non user focus groups held with teachers and other non SMR users confirmed that there were clear uses for SMR information within the national curriculum, and the main issue was the need to develop this information into a suitable format for use by teachers. Curriculum-related information is widely available on the Internet and while further work would be required to identify suitable areas of SMR information for development for educational use, this input is desirable. Further contact will be needed with education professionals in order to develop these resources.
Objective 1.1.9: Examine routes to new partnerships with external organisations and departments (e.g. libraries, museums, archives, English Heritage (EH) education department) and research reciprocal gateways to information.

The non user focus group contained a representative from one local museum. The suggestion was made that the SMR could link with the Museum to do reciprocal promotion. The Museum has data and information that it can’t promote but desperately wants to publicise so it is willing to hand this information over to the Conservation Group to add it to the SMR or Exploring Surrey Past website.

Another focus group representative who was very active with his Parish Council explained how they had been collating collections of photographs of people, places, buildings and events every 5 years or so to show snapshots in time. These were all burnt onto a CD and sold and proved very popular. It was suggested that maybe the SMR could link with all Parishes to either access this information or even promote it.

It was also suggested in the focus group that Tourist Information Centres should be made aware of the SMR, so they could help to pass on unique historical information to visitors planning a trip or holiday in Surrey that included the Heritage and history of the county.

The Conservation Group should perhaps explore the establishment of links with those higher education establishments in the county and in the surrounding area that run archaeology or related subject degree courses.

The discussion at the focus groups which had landscape historians, land management specialists, or ecology professionals attending emphasised the important role the SMR has to play with modern countryside management practice, to the benefit of the historic environment and local communities. The SMR should promote its information and services to organisations such as, for example, the Farming and Wildlife Advisory Group (FWAG), Surrey Groundwork Trust, and the National Farmers Union (NFU).

The Conservation Group should also explore the potential for links from the SMR database to other regional and national archaeological and historical websites and databases, and the potential for collaborative projects. The University of the Third Age was mentioned several times as a group that would be very likely to want to use the SMR.
Objective 1.1.10: Develop detailed recommendations for developing audience numbers and variety.

This is covered in the Section 8.0 – The Audience Development Pan.

Objective 1.1.11: Produce a list of recommendations for the Access Plan.

Recommendations are covered in Section 9.0 - The Access Plan.
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 its 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 include:

- Visitor Surveys
- Attraction surveys
- Audience Research
- Focus Groups
- Telephone Surveys
- On-line, Website surveys
- Feasibility and property audits
- 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: Surrey County Council

Surrey County Council, have invited the Market Research Group, based at Bournemouth University, to express interest through the tender process to undertake a programme of existing and potential audience research of their Sites and Monuments Records.

The Surrey County Council Sites and Monuments Record is a computerised and paper based archive containing information on all known archaeological features and Scheduled Monuments within the county, based within County Hall, Kingston-upon-Thames. Currently the record is being expanded to include information on historical parks, Listed Buildings and other relevant datasets. Current users of the SMR are predominantly professional and research enquirers. The ‘general public’ makes little use of the archive (during 2003 only 6.56% of enquiries were for general interest)
2: Research Aims & Objectives

The aims and objectives of the research are those described within the 'Brief for Existing and Potential Audience Research supplied by Surrey County Council.

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

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

As the SMR is a public archive and judging by the ongoing popularity of history and heritage in the public sector, it is unfortunate that the SMR is rarely consulted by any member of the general public outside of formal education. Surrey County Council has assumed that this is because of lack of public knowledge of the SMRs existence and/or its lack of accessibility (due to location and the presentation of the archive). No audience research has previously been undertaken; however a record is kept of ‘user’ types, which has provided the above information.

The objective of this research is to identify a means of getting the SMR heritage information out to a much wider audience than at present. This will be through remote internet access to the information within the SMR and a series of events to publicise the archives’ content and existence. The research results should allow Surrey County Council to demonstrate the need to develop the record into a resource the general public would enjoy and benefit from using, and in a format accessible to all.

This research will be used to inform proposals for the development of the SMR and as the basis for submitting a bid to the HLF to fund this development.

Specifically it is intended to identify:-

- Why (non-professionals) users and potential users do and do not use the SMR and how we could encourage them to use it more/at all.
- Types of users (based on existing statistics) and potential user groups
- Types of information they are/would be interested in obtaining from the SMR.
• How they would like to access the information contained within the SMR (e.g. bespoke or ‘ready made’ searches, format of individual records, general monument and period information pages, importance of images etc.)
• What they would like to see included in the on-line resource (e.g. interactive games, GIS, multi map and site opening time links, etc)

These questions are converted into the following objectives:-

2.2.1: Provide Surrey Sites and Monuments Record (SMR) with a sound understanding of its existing users, their background and the reasons for contacting the SMR so it can identify who is using the service and who is not.

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

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

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

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

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

2.2.7: Research the feasibility of creating multiple nodes for the SMR in museums or libraries or other suitable local venues.

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

2.2.9: Develop detailed recommendations for developing audience numbers and variety including an action plan.

2.2.10: Examine the current access to the SMR and identify problems with physical access to County Hall and to HER within it.

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

2.2.12: Produce an Access Plan with recommendations detailing how the SMR can respond to the outcome of the audience research
2.2.13: Consider the impact of legislation such as the Data Protection Act (1998), and the Freedom of Information Act (2000), which becomes law on 1\textsuperscript{st} January 2005, on any of policies to be adopted by the access plan.
3: Outline Methodology

It was proposed to conduct a programme of research using both qualitative research and quantitative research. The former provides background and depth to some of the issues raised, specifically information needs, modes of access. Quantitative research provides robust data regarding such issues as profiles of existing users, potential new users, user needs and other issues.

The results ensuing from the research will inform proposals for the development of the SMR and as a basis for submitting a bid to the HLF to fund this development.

3.1: Outline Methodology

3.1.1: Audience Research - Existing SMR Users

Analysis of Site and Monument Record Enquiries Database - A database was compiled from a log that had been kept since 1997 of all enquiries to the Surrey CC SMR. These enquiries were a mixture of commercial/professional requests as well as those with a personal interest or amateur research background.

The database consisted of 357 entries. 214 were surveyed via a paper questionnaire designed by MRG with the co-operation of Emily Brants the SMR Officer. (Appendix 10.1) and 143 were surveyed via an e-mail with a link to an on-line version of the same questionnaire hosted by the MRG website.

Of the original database 32% were professional and commercial enquiries, 18% were educational enquiries, 22% were general enquiries and 28% were research enquiries.

There was a 33% success rate for the response to the postal survey and 17% to the on-line version sent by e-mail. The total number of responses was 94, giving an overall response rate of 26%. This was a disappointing response, but not entirely surprising due to the age of some of the entries on the database. People in professional capacity move on to new roles and private individuals are highly likely to move home within and 8-year period.

The survey was conducted from Tuesday 17th August 2004 until Wednesday 8th September 2004, allowing 3 weeks for respondents to complete the questionnaire.

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. A statistical programme called SNAP was used for the questionnaire design and data entry and then the data was exported into SPSS, another statistical programme for full analysis.

The findings from the analysis can be found in Chapter 4 – The Research Findings.
3.1.2: Audience Research – Potential Users and Surrey CC staff survey

There was a noticeable lack of ethnic representation in the first stage of the audience research and so in the second stage of the research a database containing 37 separate organisations with ethnic representation or related functions was constructed to address this issue. All these organisations were sent copies of the new or potential user group questionnaire, and only .3% responded to the survey. Unfortunately no representatives from the ethnic organisations were available to participate in the subsequent focus group sessions.

Eight other small databases were set up in order to survey other new or potential user groups. The parish database contained names of 101 representatives of local parish councils, and 30% of these responded to the postal survey. The architects’ database contained 59 company names, and 19% responded. The builders’ database also contained 59 company names, and only 8% responded. The Library database contained 73 entries, of which 32% responded, there were 85 names as contacts for district and borough council members and of these 33% responded. 120 Amenity groups were contacted and 22% of these replied. There were 81 Heritage organisations that were sent a questionnaire and 49% of these responded and finally 557 schools within the Surrey County were sent a questionnaire and 22% of those responded. The overall response rate was therefore 27%.

A separate survey was carried out, using the same questionnaire, within Surrey County Council itself to establish if staff was aware of the Conservation Group and of the SMR. The intention here was to assess the need to promote the SMR from within, in the future. The on-line link to this survey was advertised via the internal staff intranet. The link was available to all those who had access to the intranet…..?????..........staff. Of these 601 responded.

This research used both qualitative and quantitative techniques. The former technique provides background and in-depth information relating to some of the issues raised, specifically in relation to why and how people thought they would use the SMR. Quantitative research provides basic demographic data, and the results that ensue from both forms of the research will inform the preparation of the audience development and access plans, and will ensure the inclusion of measurable outcomes and methods of implementation.
3.1.3: Audience Research – Surrey County Council Focus Groups

A series of topics were established for discussion by the two focus groups (see Appendix 10.16). A small presentation about the SMR was shown to both groups of attendees beforehand to give them some idea of what the SMR already contained, and of what it intended to provide to users in the future. It also illustrated various ways in which refined data searches can be carried out, and how its data can be used within GIS mapping systems. Full results of these interviews can be found in Appendix 10.18. The MRG consulted with Conservation Group staff before the focus groups took place to ensure appropriate technical questions were asked.

Those volunteering to take part in the focus groups fell into the following user groups:

- Heritage Organisations
- Amenity Groups
- Secondary and Primary School Teachers
- Amateur and Professional Historians
- Amateur and Professional Archaeologists
- Librarians and Archivists
- District/Borough/Parish Councillors and Secretaries
- Museums - Curators
- Family History Society members
- Landscape Historians
4: Findings - SMR users results

4.1 How did you find out about us?

<table>
<thead>
<tr>
<th>Table 1: How did you find out about us? (Q1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base: All respondents (94)</td>
</tr>
<tr>
<td>(1) Council Office</td>
</tr>
<tr>
<td>(2) Museum</td>
</tr>
<tr>
<td>(3) Surrey History Centre</td>
</tr>
<tr>
<td>(4) Surrey County Council Website</td>
</tr>
<tr>
<td>(5) Internet website</td>
</tr>
<tr>
<td>(6) Local Society</td>
</tr>
<tr>
<td>(7) Local press or media</td>
</tr>
<tr>
<td>(8) Word of Mouth</td>
</tr>
<tr>
<td>(9) College or School</td>
</tr>
<tr>
<td>(10) Other</td>
</tr>
<tr>
<td>Total (Valid: Multi Code)</td>
</tr>
<tr>
<td>(0) Missing Values</td>
</tr>
<tr>
<td>Total (Base)</td>
</tr>
</tbody>
</table>

Table 1 shows that the highest percentage of respondents found out about the Surrey SMR through College or school, however this is due to the high percentage of Students (23%) accessing the SMR. Word of mouth was also a significant source of information, and local societies also publicised the service.

4.2: Was it easy to find out about our site?

<table>
<thead>
<tr>
<th>Table 2: Was it easy to find out about our site? (Q2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base: All respondents (94)</td>
</tr>
<tr>
<td>(1) Yes</td>
</tr>
<tr>
<td>(2) No</td>
</tr>
<tr>
<td>Total (Valid: Single-Code)</td>
</tr>
<tr>
<td>(0) Missing Values</td>
</tr>
<tr>
<td>Total (Base)</td>
</tr>
</tbody>
</table>

The vast majority of respondents had no difficulty in finding the site, the 9% who did have difficulties, mention this in Q3 below.
4.3: What were the reasons for the difficulties?

As can be seen from the following bullet points, nearly all difficulties in locating the SMR are as a direct result of Surrey C.C. staffs' lack of familiarity with the Conservation group and its staff.

- I found out through studies, if I hadn't been studying I'm not sure how I'd have known it existed
- It wasn't easy to pin point a departmental postal address.
- Initially no advertised contact numbers available.
- Convoluted links to the site via the council website. Not hugely clear instructions once on the site
- Few people even within the Surrey C.C. knew anything about the department
- Lack of communication between reception at county Hall (Kingston-upon-Thames) and the County Archaeology department.
- Couldn't find phone number, then system was down & had to get someone else to e-mail.
- Reception didn't know who the SMR Officer was.

4.4: How many times have you used our service in the last 2 years?

<table>
<thead>
<tr>
<th>Table 4: How many times have you used our service? (Q4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base: All respondents (94)</td>
</tr>
<tr>
<td>Frequency (f)</td>
</tr>
<tr>
<td>Percentage (%)</td>
</tr>
<tr>
<td>Valid (%)</td>
</tr>
<tr>
<td>---------</td>
</tr>
<tr>
<td>(1) Once</td>
</tr>
<tr>
<td>(2) 2 - 5</td>
</tr>
<tr>
<td>(3) 6 - 10</td>
</tr>
<tr>
<td>(4) More than 10 times</td>
</tr>
<tr>
<td>Total (Valid: Single Code)</td>
</tr>
<tr>
<td>(0) Missing Values</td>
</tr>
<tr>
<td>Total (Base)</td>
</tr>
</tbody>
</table>

There was a larger response to the survey from students, amateur and interested members of the public, than from professional and commercial enquirers. Even though the original survey sample had a larger proportion (33%) of professional/commercial enquiries, it is likely that the latter responded poorly because of the nature of their work i.e. too busy to respond to the survey. This explains why there are a significant number of respondents (54%) that have used the service only once before.
4.5: How did you access the information?

Table 5: How did you access the information? (Q5)

<table>
<thead>
<tr>
<th>Base: All respondents (94)</th>
<th>Frequency (ƒ)</th>
<th>Percentage (%)</th>
<th>Valid (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) Visit to SMR office</td>
<td>30</td>
<td>31.9</td>
<td>48.4</td>
</tr>
<tr>
<td>(2) Postal request</td>
<td>24</td>
<td>25.5</td>
<td>38.7</td>
</tr>
<tr>
<td>(3) E-mail request</td>
<td>25</td>
<td>26.6</td>
<td>40.3</td>
</tr>
<tr>
<td>(4) Phone request</td>
<td>25</td>
<td>26.6</td>
<td>40.3</td>
</tr>
<tr>
<td>(5) Other</td>
<td>2</td>
<td>2.1</td>
<td>3.2</td>
</tr>
<tr>
<td>Total (Valid: Multi Code)</td>
<td>62</td>
<td>66.0</td>
<td>100.0</td>
</tr>
<tr>
<td>(0) Missing Values</td>
<td>32</td>
<td>34.0</td>
<td>N/A</td>
</tr>
<tr>
<td>Total (Base)</td>
<td>94</td>
<td>100.0</td>
<td>N/A</td>
</tr>
</tbody>
</table>

32% of respondents visited the SMR offices at County Hall, with an even proportion of enquiries by post, e-mail and phone (26%).

4.6: How would you rate the SMR on the following?

All responses rating each service or aspect of the SMR for “Very good” and “Good” were combined for ease of displaying all results in one table.

Table 6: How would you rate the following? (Q6)

<table>
<thead>
<tr>
<th>Base: All respondents (94)</th>
<th>Frequency (ƒ)</th>
<th>Percentage (%)</th>
<th>Valid (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) Helpfulness of staff</td>
<td>91</td>
<td>99.0</td>
<td>99.0</td>
</tr>
<tr>
<td>(2) Range of Info</td>
<td>72</td>
<td>83.0</td>
<td>83.0</td>
</tr>
<tr>
<td>(3) Accessibility of SMR</td>
<td>65</td>
<td>75.0</td>
<td>75.0</td>
</tr>
<tr>
<td>(4) Waiting times for info.</td>
<td>76</td>
<td>86.0</td>
<td>86.0</td>
</tr>
<tr>
<td>(5) Standard of resources</td>
<td>63</td>
<td>73.0</td>
<td>73.0</td>
</tr>
<tr>
<td>(6) Accessibility of resources</td>
<td>50</td>
<td>67.0</td>
<td>67.0</td>
</tr>
<tr>
<td>(7) Booking availability</td>
<td>37</td>
<td>69.0</td>
<td>69.0</td>
</tr>
<tr>
<td>(9) Space to work</td>
<td>28</td>
<td>51.0</td>
<td>51.0</td>
</tr>
<tr>
<td>Total (Valid: Multi-Code)</td>
<td>100</td>
<td>100.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Total (Base)</td>
<td>100</td>
<td>100.0</td>
<td>N/A</td>
</tr>
</tbody>
</table>

“Helpfulness of staff” is the highest rated aspect of the SMR with 99% of respondents rating it either “Very good” or “Good”. Space to work is the lowest rated aspect of the SMR at 51%. As 48% of respondents physically visited the offices to perform research, “Space to Work” is an important issue for them. It is important therefore to take note that it is not highly rated.
4.7: Comments regarding your recent use of the SMR?

The following bullet points are all comments made by respondents to Question7. They are categorised under Positive (P), Neutral (Neu.) or Negative (Neg.) responses. 32% were positive comments, 50% were negative and 18% were neutral.

- A number of recent discoveries are not entered. (Neg.)
- Numerous attempts to phone the SMR have been met with out of office messages, with no indication of when someone would be in - sometimes days later. (Neg.)
- Information out of date by at least 4 years. Provision of information in GIS format not available. (Neg.)
- The extensive backlog gives the Environment Agency problems but the staff were most helpful. (Neg.)
- Information very useful. (P.)
- I use the SMR from my desk as I work for SCAU. This is access that most people don't have - I don't need to actually visit the SMR so questions relating to space are irrelevant to me. (Neu.)
- Much of my use is for my A level students and their coursework. (Neu.)
- If the SMR and the SMR for Greater London were both on GIS and compatible, then it would be appropriate for there to be an exchange of data within a prescribed buffer zone between neighbouring system areas to enable archaeology advisers to operate efficiently. (Neu.)
- It would be helpful if it were completely up to date with the information held on the database. (Neg.)
- I was sent information by post in response to an e-mail enquiry. Hence I can't assess some of the items above. (Neu.)
- Excellent response rate from Emily Brants. (P.)
- Excellent service. (P.)
- I only used the service once but was impressed with the useful and speedy response I received. (P.)
- I was left to my own devises, which for me is fine, though I felt like I was invading a working space. It would have been good to have more sign posting around the information available and if the entries were on computer rather than postcards. (Neg.)
- The staff I spoke to on the phone for information were extremely helpful and polite. (P.)
- Database wasn't fully functional when I used it and only 1 terminal was available. (Neg.)
- Only used it once it was a 1st class service. (P.)
- It is a good service. (P.)
- Excellent service. (P.)
- GIS maps supplied had limited information & no grid lines. SMR officer had limited knowledge of the sites & surveys. But this is due to her short time in post. (Neg.)
- A more welcome attitude to the amateur researcher, we may not pay money but we are as important. (Neg.)
• Rather worried about the quantity of "backlog" info & reports that was not entered into the database. (Neg.)
• SMR info in relation to my request exactly the same as NMR info. (Neg.)
• The SMR was about 5 years out of date. (Neg.)
• What I got from the SMR was very good - but turned out to be not competent and some info. was not very accurate when checked out. (Neg.)
• More visual info- as to what is held on record without having to keep pestering busy staff (Neg.)
• Used in preparation for Neolithic project with UAC they will be using info this autumn. (Neu.)
• Staff very patient & helpful. (P.)

4.8: Was your enquiry of a commercial nature?

<table>
<thead>
<tr>
<th>Base: All respondents (94)</th>
<th>Frequency (f)</th>
<th>Base (%)</th>
<th>Valid (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) Yes</td>
<td>22</td>
<td>23.4</td>
<td>23.9</td>
</tr>
<tr>
<td>(2) No</td>
<td>70</td>
<td>74.5</td>
<td>76.1</td>
</tr>
<tr>
<td>Total (Valid: Single-Code)</td>
<td>92</td>
<td>97.9</td>
<td>100.0</td>
</tr>
<tr>
<td>(0) Missing Values</td>
<td>2</td>
<td>2.1</td>
<td>N/A</td>
</tr>
<tr>
<td>Total (Base)</td>
<td>94</td>
<td>100.0</td>
<td>N/A</td>
</tr>
</tbody>
</table>

It can be seen from Table 8 that only 24% of respondents had made a commercial enquiry.

4.9: How do our scale of charge compare with other SMR offices?

<table>
<thead>
<tr>
<th>Base: All &quot;Yes&quot; @ Q8 (22)</th>
<th>Frequency (f)</th>
<th>Percentage (%)</th>
<th>Valid (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) Less expensive</td>
<td>0</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>(2) About the same</td>
<td>14</td>
<td>63.6</td>
<td>63.6</td>
</tr>
<tr>
<td>(3) Excessive</td>
<td>0</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>(4) Don't know</td>
<td>8</td>
<td>36.4</td>
<td>36.4</td>
</tr>
<tr>
<td>Total (Valid: Single Code)</td>
<td>22</td>
<td>100.0</td>
<td>100.0</td>
</tr>
<tr>
<td>(0) Missing Values</td>
<td>0</td>
<td>0.0</td>
<td>N/A</td>
</tr>
<tr>
<td>Total (Base)</td>
<td>22</td>
<td>100.0</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Of those commercial enquiries, 64% rated the costs of the Surrey SMR as about the same as other SMRs.
4.10: Have you used other SMRs

66% of respondents had used other SMRs.

| Table 10: Have you used any other SMRs (10) |
| Base: All respondents (94) | Frequency (f) | Base (%) | Valid (%) |
| (1) Yes | 61 | 64.9 | 66.3 |
| (2) No | 31 | 33.0 | 33.7 |
| Total (Valid: Single-Code) | 92 | 97.9 | 100.0 |
| (0) Missing Values | 2 | 2.1 | N/A |
| Total (Base) | 94 | 100.0 | N/A |

4.11: What other SMRs have you used?

- 1 Bangor
- 1 Cheshire
- 1 Chichester
- 1 Clwyd Powy
- 1 Countrywide
- 1 County Counties of Norfolk
- 1 Cumbria
- 1 E Yorkshire
- 1 EH for London
- 1 In many areas too many to list
- 1 Lancashire
- 1 Lincolnshire
- 1 Maidstone
- 1 Many
- 1 Most counties in Southern England
- 1 Most county SMRs
- 1 N Yorkshire
- 1 NMR Swindon
- 1 NMR, London
- 1 Norfolk
- 1 Nottinghamshire
- 1 Numerous, most often Greater London,
- 1 Reading
- 1 S Yorkshire
- 1 SE England
- 1 Southampton
- 1 Stornway
- 1 Surrey
- 1 Wales (south & north)
- 1 Western Isles
- 1 Widely
- 10 Wiltshire
- 17 Hampshire
- 2 Bristol
- 2 Cambridge
- 2 Derbyshire
- 2 E Sussex
- 2 East & West Sussex
- 2 Gwent,
- 2 Leicestershire
- 2 Nation-wide
- 2 Shropshire
- 2 Staffordshire
- 2 Swindon
- 2 Winchester
- 2 Worcestershire
- 3 Bedfordshire
- 3 Devon
- 3 Gloucester,
- 3 Merseyside
- 3 Northamptonshire
- 3 Sussex
- 4 Essex
- 4 Isle of Wight
- 4 London
- 4 Oxfordshire
- 4 Somerset
- 5 Buckinghamshire
- 6 Greater London
- 6 Hertfordshire
8 Dorset
9 Berkshire
9 Kent
9 West Sussex
Across the 15 counties in the Thames Valley within which we operate

• All
• All of them!
• All over Britain
• All over SE England
• All over the country
• All over the country

4.12: Were there any aspects of these other SMRs that you would like Surrey to provide?

The following are all suggestions that respondents would like to see in the Surrey SMR: -

Internet access and digital information is important to many respondents.

• 18-month backlog (average in south) is ok but any longer poses problems.
• Aerial photo transcriptions, GIS format inclusion of documentary & listed building info, up to date and accurate info.
• Computerised databases.
• Direct Internet access. Photographs.
• Faster response.
• GIS data.
• Hampshire is friendlier & their website is easier to use.
• Hampshire cross-linked with Environment & Buildings.
• Include listed building data in SMR.
• Incorporating listed building info (as in Hampshire AHBR) would be useful, as would supplying search data as spreadsheet or database, rather than as a word document (e.g. Wiltshire).
• It felt like it was an area for that purpose, it was easier to find information - but that may have been the topic I was studying. It would be good if the SMR was located at the Surrey History Centre - it would all be in one place and not split up.
• It would be helpful if all could provide pictorial evidence within citations e.g. Tumuli, which can otherwise be difficult to locate.
• More space to handle maps and aerial photographs.
• Most are of the Exegesis format long reports plus maps
• No.
• No.
• No Surrey is one of the better ones - easy to access and useful GIS information.
• No Surrey was fine, although a printout with the find spot locations, and digital information would be very useful.
• No, but I think the SMR should be online.
• On line access.
• On line availability.
• Online SMR.
• Results of Searches in Digital format.
• Resources on computer.
• Surrey is the best I have been to.
• Yes all for Berkshire.
• Links to Aerial photos sources for particular sites
• Better quality and more accurate maps where applicable and more accurate info.
• Retain air photo coverage old and recent as part of SMR.
• Surrey is better.
• I didn’t know the full range of services - my enquiry was very specific.
• Detailed printouts for a specific period (this may now be available).

4.13: How long was it before we dealt with your request?

| Table 13: How long was it before we dealt with your most recent enquiry? (Q13) |
|-----------------------------|--------------------------|----------------|
| Base: All respondents (94)  | Frequency (f) | Percentage (%) | Valid (%) |
| (1) Immediately             | 30           | 34.5           | 31.9      |
| (2) 2 - 4 days              | 22           | 25.3           | 23.4      |
| (3) 1 week                  | 22           | 25.3           | 23.4      |
| (4) 2 weeks                 | 8            | 9.2            | 8.5       |
| (5) More than 2 weeks       | 5            | 5.7            | 5.3       |
| Total (Valid: Single Code)  | 87           | 92.6           | 93.5      |
| (0) Missing Values          | 7            | 7.4            | N/A       |
| Total (Base)                | 94           | 100.0          | N/A       |

32% had their enquiry dealt with “immediately”; collectively this means that 79% of enquiries had received their information within a week.

4.14-15: Did the information we sent you answer your enquiry adequately?

| Table 14: Did the information we sent answer your enquiry adequately? (Q14) |
|-------------------------------------------|----------------|----------------|
| Base: All respondents (94)               | Frequency (f) | Base (%)       | Valid (%) |
| (1) Yes                                   | 83            | 88.3           | 94.3      |
| (2) No                                    | 5             | 5.3            | 5.7       |
| Total (Valid: Single-Code)               | 88            | 93.6           | 100.0     |
| (0) Missing Values                        | 6             | 6.4            | N/A       |
| Total (Base)                              | 94            | 100.0          | N/A       |

94% were happy that the information sent answered their enquiry. Of the 6% who were not happy, only 5 comments were made: -

• Known data not on SMR.
• Information gaps in the SMR.
• One site report (excavation) could not be located.
• I went to SMR centre I collected the information myself.
• It was so far behind and mostly on card record only.
4.16: What format of information did you receive?

The vast majority received printouts, photocopies and reports. The full list can be found in Appendix 10.3.

4.17-18: Was the information in a format helpful to you?

| Table 17: Was the information we sent in a format that was helpful to you? (Q17) |
|--------------------------|-----------------|-----------------|-----------------|
| Base: All respondents (94) | Frequency (ƒ) | Base (%) | Valid (%) |
| (1) Yes | 81 | 86.2 | 94.2 |
| (2) No | 5 | 5.3 | 5.8 |
| Total (Valid: Single-Code) | 86 | 91.5 | 100.0 |
| (0) Missing Values | 8 | 8.5 | N/A |
| Total (Base) | 94 | 100.0 | N/A |

Table 17 shows that 94% received the information in a helpful format. Of 6% who did not, comments stated as to why this was the case are below: -

- Still have to plot each individual record on our mapping system.
- Required much sorting, amending, input to GIS
- We were given source information at your offices it was fine
- Yes but - if there are a lot of entries, it can be hard to use as a word document - a spreadsheet or database would be easier.
- Although understandable the layout could have been better.

4.19: Was the information you received...?

| Table 19: Was the information you received....? (Q19) |
|-----------------------------------------------|-----------------|-----------------|-----------------|
| Base: All respondents (94) | Frequency (ƒ) | Percentage (%) | Valid (%) |
| (1) A lot better than expected | 6 | 6.4 | 6.8 |
| (2) Better than expected | 22 | 23.4 | 25.0 |
| (3) As expected | 56 | 59.6 | 63.6 |
| (4) Worse than expected | 4 | 4.3 | 4.5 |
| (5) Far worse than expected | 0 | 0.0 | 0.0 |
| Total (Valid: Single Code) | 88 | 93.6 | 100.0 |
| (0) Missing Values | 6 | 6.4 | N/A |
| Total (Base) | 94 | 100.0 | N/A |

Table 19 shows that the majority (64%) received information that was as expected. 25% received information that was better than expected.
4.20: In what capacity, were you accessing the SMR?

Table 20: In what capacity were you accessing the SMR? (Q19)

<table>
<thead>
<tr>
<th>Base: All respondents (94)</th>
<th>Frequency (f)</th>
<th>Percentage (%)</th>
<th>Valid (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) Teacher/Lecturer</td>
<td>3</td>
<td>3.2</td>
<td>3.2</td>
</tr>
<tr>
<td>(2) Amateur archaeologist/historian</td>
<td>28</td>
<td>29.8</td>
<td>30.1</td>
</tr>
<tr>
<td>(3) Professional archaeologist/historian</td>
<td>19</td>
<td>20.2</td>
<td>20.4</td>
</tr>
<tr>
<td>(4) Commercial archaeologist/historian</td>
<td>10</td>
<td>10.6</td>
<td>10.8</td>
</tr>
<tr>
<td>(5) Land/Building Developer</td>
<td>1</td>
<td>1.1</td>
<td>1.1</td>
</tr>
<tr>
<td>(6) Journalist</td>
<td>1</td>
<td>1.1</td>
<td>1.1</td>
</tr>
<tr>
<td>(7) Scientist/Environmentalist</td>
<td>2</td>
<td>2.1</td>
<td>2.2</td>
</tr>
<tr>
<td>(8) Civil Servant</td>
<td>1</td>
<td>1.1</td>
<td>1.1</td>
</tr>
<tr>
<td>(9) School Pupil</td>
<td>0</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>(10) Student</td>
<td>21</td>
<td>22.3</td>
<td>22.6</td>
</tr>
<tr>
<td>(11) Interested member of public</td>
<td>2</td>
<td>2.1</td>
<td>2.2</td>
</tr>
<tr>
<td>(12) Other</td>
<td>5</td>
<td>5.3</td>
<td>5.4</td>
</tr>
<tr>
<td>Total (Valid: Single Code)</td>
<td>93</td>
<td>98.9</td>
<td>100.0</td>
</tr>
<tr>
<td>(0) Missing Values</td>
<td>1</td>
<td>1.1</td>
<td>N/A</td>
</tr>
<tr>
<td>Total (Base)</td>
<td>94</td>
<td>100.0</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Table 20 shows that “amateur archaeologists and historians” were the largest individual group of respondents at 30%, followed by students at 23%, however there was an insignificant percentage of “interested member of public”, Journalists, School pupils, Scientists and Land/Building agents/developers.

“Commercial and professional” enquiries combined, accounted for 31% of enquiries.

4.21: What would be your preferred method of access to the SMR?

Table 21: Which would be your preferred method of access to the SMR? (Q21)

<table>
<thead>
<tr>
<th>Base: All respondents (94)</th>
<th>Frequency (f)</th>
<th>Percentage (%)</th>
<th>Valid (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) Access via Internet</td>
<td>70</td>
<td>74.0</td>
<td>74.0</td>
</tr>
<tr>
<td>(2) SMR info. sent by mail</td>
<td>41</td>
<td>44.0</td>
<td>44.0</td>
</tr>
<tr>
<td>(3) Info. sent by e-mail</td>
<td>48</td>
<td>51.0</td>
<td>51.0</td>
</tr>
<tr>
<td>(4) SMR research centre</td>
<td>38</td>
<td>40.0</td>
<td>40.0</td>
</tr>
<tr>
<td>(5) Access via record office etc.</td>
<td>22</td>
<td>23.0</td>
<td>23.0</td>
</tr>
<tr>
<td>(6) Access to Archaeology advise</td>
<td>44</td>
<td>47.0</td>
<td>47.0</td>
</tr>
<tr>
<td>(7) Leaflets/publications</td>
<td>37</td>
<td>22.0</td>
<td>22.0</td>
</tr>
<tr>
<td>(9) Other</td>
<td>1</td>
<td>2.0</td>
<td>2.0</td>
</tr>
<tr>
<td>Total (Valid: Multi-Code)</td>
<td>94</td>
<td>100.0</td>
<td>100.0</td>
</tr>
<tr>
<td>(0) Missing Values</td>
<td>0</td>
<td>0.0</td>
<td>N/A</td>
</tr>
<tr>
<td>Total (Base)</td>
<td>94</td>
<td>100.0</td>
<td>N/A</td>
</tr>
</tbody>
</table>

It can be seen from Table 21 that access to the SMR via the Internet is the most popular method (74%). Information sent by e-mail is also relevant at 51%.
4.22: Do you have or work with children?

Table 22: Do you have children or work with children? (Q22)

<table>
<thead>
<tr>
<th>Base: All respondents (94)</th>
<th>Frequency (ƒ)</th>
<th>Base (%)</th>
<th>Valid (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) Yes</td>
<td>16</td>
<td>17.0</td>
<td>17.4</td>
</tr>
<tr>
<td>(2) No</td>
<td>76</td>
<td>80.9</td>
<td>82.6</td>
</tr>
<tr>
<td>Total (Valid: Single-Code)</td>
<td>92</td>
<td>97.9</td>
<td>100.0</td>
</tr>
<tr>
<td>(0) Missing Values</td>
<td>2</td>
<td>2.1</td>
<td>N/A</td>
</tr>
<tr>
<td>Total (Base)</td>
<td>94</td>
<td>100.0</td>
<td>N/A</td>
</tr>
</tbody>
</table>

The vast majority of those using the SMR do not have or do not work with children.

4.23: What would children’s’ preferred method of access be?

Table 23: Which would be children’s’ preferred method of access to the SMR? (Q23)

<table>
<thead>
<tr>
<th>Base: All &quot;Yes&quot; @ Q22 (16)</th>
<th>Frequency (ƒ)</th>
<th>Percentage (%)</th>
<th>Valid (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) Access via Internet</td>
<td>13</td>
<td>81.3</td>
<td>81.3</td>
</tr>
<tr>
<td>(2) SMR info. sent by mail</td>
<td>4</td>
<td>25.0</td>
<td>25.0</td>
</tr>
<tr>
<td>(3) Info. sent by e-mail</td>
<td>6</td>
<td>37.5</td>
<td>37.5</td>
</tr>
<tr>
<td>(4) SMR research centre</td>
<td>7</td>
<td>43.8</td>
<td>43.8</td>
</tr>
<tr>
<td>(5) Access via record office etc.</td>
<td>6</td>
<td>37.5</td>
<td>37.5</td>
</tr>
<tr>
<td>(6) Access to Archaeology advise</td>
<td>9</td>
<td>56.3</td>
<td>56.3</td>
</tr>
<tr>
<td>(7) Leaflets/publications</td>
<td>5</td>
<td>31.3</td>
<td>31.3</td>
</tr>
<tr>
<td>(9) Other</td>
<td>1</td>
<td>6.3</td>
<td>6.3</td>
</tr>
<tr>
<td>Total (Valid: Multi-Code)</td>
<td>16</td>
<td>100.0</td>
<td>100.0</td>
</tr>
<tr>
<td>(0) Missing Values</td>
<td>0</td>
<td>0.0</td>
<td>N/A</td>
</tr>
<tr>
<td>Total (Base)</td>
<td>16</td>
<td>100.0</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Table 23 shows that Internet access to the SMR would also be the preferred method by children, slightly higher at 81%. It is also of note that 56% would like access to Archaeological advice.
4.24: What facilities would you like to see provided at the SMR offices?

| Table 24: What facilities would you like to see provided at the SMR offices? (Q24) |
|-----------------------------------------------|----------------|---------------|-------------|
| Base: All respondents (94) | Frequency (f) | Percentage (%) | Valid (%) |
| (1) Computers | 62 | 66.0 | 69.7 |
| (2) Internet | 38 | 40.4 | 42.7 |
| (3) Microfilm machine | 34 | 36.2 | 38.2 |
| (4) Microfiche machine | 40 | 42.6 | 44.9 |
| (5) CD Rom | 38 | 40.4 | 42.7 |
| (6) Reference books/leaflets | 68 | 72.3 | 76.4 |
| (7) Photocopy facilities | 80 | 85.1 | 89.9 |
| (8) E-mail | 21 | 22.3 | 23.6 |
| (9) Desk space to work | 85 | 90.4 | 95.5 |
| (10) Staff to help research | 75 | 79.8 | 84.3 |
| (11) Other | 10 | 10.6 | 11.2 |
| Total (Valid: Multi-Code) | 89 | 94.7 | 100.0 |
| (0) Missing Values | 5 | 5.3 | N/A |
| Total (Base) | 94 | 100.0 | N/A |

Unsurprisingly 96% of those wishing to visit the SMR would like to see “desk space to work”. Photocopy facilities are also very important at 90%, followed by “staff to help research” at 84%. Reference books and leaflets are also considered important by 76% of respondents.

4.25: Are you aware that we hold the following material?

| Table 25: Are you aware that we hold the following material (Q25) |
|-----------------------------------------------|----------------|---------------|-------------|----------------|----------------|
| Base: All respondents (94) | PPG 16 | OS maps | Aerial photos | Photos of buildings | Published sources of local information |
| (1) Yes | f | Valid % | f | Valid % | f | Valid % | f | Valid % | f | Valid % |
| (2) No | 30 | 33.0 | 11 | 12.1 | 17 | 18.7 | 27 | 30.3 | 8 | 8.7 |
| Total (Valid: Rating) | 91 | 100.0 | 91 | 100.0 | 91 | 100.0 | 89 | 100.0 | 92 | 100.0 |
| (0) Missing Values | 3 | N/A | 3 | N/A | 3 | N/A | 5 | N/A | 2 | N/A |
| Total (Base) | 94 | N/A | 94 | N/A | 94 | N/A | 94 | N/A | 94 | N/A |

PPG 16 reports were the least known about material held by the SMR (33%) with respondents also not being very well aware of the photos of buildings in the SMR (30%).
4.26: Which of the following material would have been useful to you?

Table 26: Which of the following would have been useful to you? (Q26)

<table>
<thead>
<tr>
<th>Material</th>
<th>Frequency (f)</th>
<th>Percentage (%)</th>
<th>Valid (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) PPG 16 reports</td>
<td>49</td>
<td>52.1</td>
<td>52.1</td>
</tr>
<tr>
<td>(2) Historic OS maps</td>
<td>69</td>
<td>73.4</td>
<td>73.4</td>
</tr>
<tr>
<td>(3) Aerial photographs</td>
<td>70</td>
<td>74.5</td>
<td>74.5</td>
</tr>
<tr>
<td>(4) Historic photos of buildings</td>
<td>37</td>
<td>39.4</td>
<td>39.4</td>
</tr>
<tr>
<td>(5) Published sources of local info</td>
<td>70</td>
<td>74.5</td>
<td>74.5</td>
</tr>
<tr>
<td>Total (Valid: Multi-Code)</td>
<td>94</td>
<td>100.0</td>
<td>100.0</td>
</tr>
<tr>
<td>(0) Missing Values</td>
<td>0</td>
<td>0.0</td>
<td>N/A</td>
</tr>
<tr>
<td>Total (Base)</td>
<td>94</td>
<td>100.0</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Table 26 shows that there is very even interest in Historic OS Maps, Aerial photographs and published sources of local information.

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

Table 27: Would you in future like to be able to feed information directly into the SMR? (Q27)

<table>
<thead>
<tr>
<th>Preference</th>
<th>Frequency (f)</th>
<th>Base (%)</th>
<th>Valid (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>49</td>
<td>52.1</td>
<td>55.7</td>
</tr>
<tr>
<td>No</td>
<td>39</td>
<td>41.5</td>
<td>44.3</td>
</tr>
<tr>
<td>Total (Valid: Single-Code)</td>
<td>88</td>
<td>93.6</td>
<td>100.0</td>
</tr>
<tr>
<td>(0) Missing Values</td>
<td>6</td>
<td>6.4</td>
<td>N/A</td>
</tr>
<tr>
<td>Total (Base)</td>
<td>94</td>
<td>100.0</td>
<td>N/A</td>
</tr>
</tbody>
</table>

56% of respondents would like to be able to feed information directly into the SMR.

4.28: By which method would you prefer to pass on the information?

Table 28: Which methods would you prefer to pass on info? (Q28)

<table>
<thead>
<tr>
<th>Method</th>
<th>Frequency (f)</th>
<th>Percentage (%)</th>
<th>Valid (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-mail</td>
<td>26</td>
<td>53.1</td>
<td>53.1</td>
</tr>
<tr>
<td>On-line form (Internet)</td>
<td>26</td>
<td>53.1</td>
<td>53.1</td>
</tr>
<tr>
<td>By post</td>
<td>17</td>
<td>34.7</td>
<td>34.7</td>
</tr>
<tr>
<td>By phone</td>
<td>5</td>
<td>10.2</td>
<td>10.2</td>
</tr>
<tr>
<td>Other</td>
<td>1</td>
<td>2.0</td>
<td>2.0</td>
</tr>
<tr>
<td>Total (Valid: Single Code)</td>
<td>49</td>
<td>100.0</td>
<td>100.0</td>
</tr>
<tr>
<td>(0) Missing Values</td>
<td>0</td>
<td>0.0</td>
<td>N/A</td>
</tr>
<tr>
<td>Total (Base)</td>
<td>49</td>
<td>100.0</td>
<td>N/A</td>
</tr>
</tbody>
</table>
E-mail and input via an online form through the Internet are both the preferred methods.

### 4.29: Would you be prepared to pay for access to the information held on the SMR?

<table>
<thead>
<tr>
<th>Table 29: Would you pay for access to SMR info? (Q29)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Base:</strong> All respondents (94)</td>
</tr>
<tr>
<td>(1) Yes</td>
</tr>
<tr>
<td>(2) No</td>
</tr>
<tr>
<td>Total (Valid: Single-Code)</td>
</tr>
<tr>
<td>(0) Missing Values</td>
</tr>
<tr>
<td>Total (Base)</td>
</tr>
</tbody>
</table>

There is a 50/50 result for paying to access to the SMR. Commercial and professional enquiries are used to paying. If a cross-tabulation is produced showing how the different interest groups feel about paying you can see from Table 29a:

<table>
<thead>
<tr>
<th>Table 29a: Willingness to pay by commercial non commercial enquiry(Q29a)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cross-Tabulation</strong></td>
</tr>
<tr>
<td><strong>Base:</strong> All respondents Q8XQ29 (94)</td>
</tr>
<tr>
<td>(1) Yes</td>
</tr>
<tr>
<td>(2) No</td>
</tr>
<tr>
<td>Total (Valid: Rating)</td>
</tr>
<tr>
<td>(0) Missing Values (Inc. ‘DK’)</td>
</tr>
<tr>
<td>Total (Base)</td>
</tr>
</tbody>
</table>

59% of non-commercial enquirers would not be prepared to pay for access to information contained within the SMR.
4.30: How much would you be prepared to pay?

Table 30a: How much would you be prepared to pay (Q30)

<table>
<thead>
<tr>
<th>Base: All &quot;Yes&quot; @ Q29xNo @ Q8 (44)</th>
<th>Frequency (f)</th>
<th>Percentage (%)</th>
<th>Valid (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) £1.00</td>
<td>4</td>
<td>9.1</td>
<td>21.1</td>
</tr>
<tr>
<td>(2) £2.00</td>
<td>1</td>
<td>2.3</td>
<td>5.3</td>
</tr>
<tr>
<td>(3) £3.00</td>
<td>1</td>
<td>2.3</td>
<td>5.3</td>
</tr>
<tr>
<td>(4) £5.00</td>
<td>8</td>
<td>18.2</td>
<td>42.1</td>
</tr>
<tr>
<td>(5) £10.00</td>
<td>2</td>
<td>4.5</td>
<td>10.5</td>
</tr>
<tr>
<td>(6) £20.00</td>
<td>0</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>(7) £25.00</td>
<td>0</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>(8) £30.00</td>
<td>1</td>
<td>2.3</td>
<td>5.3</td>
</tr>
<tr>
<td>(9) £35.00</td>
<td>1</td>
<td>2.3</td>
<td>5.3</td>
</tr>
<tr>
<td>(10) £50.00</td>
<td>1</td>
<td>2.3</td>
<td>5.3</td>
</tr>
<tr>
<td>(11) £75.00</td>
<td>0</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>Total (Valid: Single Code)</td>
<td>19</td>
<td>43.2</td>
<td>100.0</td>
</tr>
<tr>
<td>(0) Missing Values</td>
<td>25</td>
<td>56.8</td>
<td>N/A</td>
</tr>
<tr>
<td>Total (Base)</td>
<td>44</td>
<td>100.0</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Table 30a shows all non-commercial responses and the amounts of money they would be willing to pay. £5.00 is the most frequently suggested amount.

Table 30b shows how much commercial enquirers would be prepared to pay; £10.00 is the most frequent suggestion, closely followed by £20.00.

Table 30b: How much would you be prepared to pay (Q30)

<table>
<thead>
<tr>
<th>Base: All &quot;Yes&quot; @ Q29xYes @ Q8 (44)</th>
<th>Frequency (f)</th>
<th>Percentage (%)</th>
<th>Valid (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) £1.00</td>
<td>0</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>(2) £2.00</td>
<td>0</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>(3) £3.00</td>
<td>0</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>(4) £5.00</td>
<td>0</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>(5) £10.00</td>
<td>3</td>
<td>6.8</td>
<td>33.3</td>
</tr>
<tr>
<td>(6) £20.00</td>
<td>2</td>
<td>4.5</td>
<td>22.2</td>
</tr>
<tr>
<td>(7) £25.00</td>
<td>1</td>
<td>2.3</td>
<td>11.1</td>
</tr>
<tr>
<td>(8) £30.00</td>
<td>1</td>
<td>2.3</td>
<td>11.1</td>
</tr>
<tr>
<td>(9) £35.00</td>
<td>0</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>(10) £50.00</td>
<td>1</td>
<td>2.3</td>
<td>11.1</td>
</tr>
<tr>
<td>(11) £75.00</td>
<td>1</td>
<td>2.3</td>
<td>11.1</td>
</tr>
<tr>
<td>Total (Valid: Single Code)</td>
<td>9</td>
<td>20.5</td>
<td>100.0</td>
</tr>
<tr>
<td>(0) Missing Values</td>
<td>35</td>
<td>79.5</td>
<td>N/A</td>
</tr>
<tr>
<td>Total (Base)</td>
<td>44</td>
<td>100.0</td>
<td>N/A</td>
</tr>
</tbody>
</table>
4.31: How important is it for the SMR to offer the following?

Table 31: How Important is it for the SMR to offer the following? (Q31)

<table>
<thead>
<tr>
<th>Base: All respondents (94)</th>
<th>Frequency (ƒ)</th>
<th>Percentage (%)</th>
<th>Valid (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) Exhibitions</td>
<td>40</td>
<td>42.6</td>
<td>42.6</td>
</tr>
<tr>
<td>(2) Displays</td>
<td>34</td>
<td>36.2</td>
<td>36.2</td>
</tr>
<tr>
<td>(3) Interactive displays</td>
<td>28</td>
<td>29.8</td>
<td>29.8</td>
</tr>
<tr>
<td>(4) Events</td>
<td>39</td>
<td>41.5</td>
<td>41.5</td>
</tr>
<tr>
<td>(5) Lecture Series</td>
<td>49</td>
<td>52.1</td>
<td>52.1</td>
</tr>
<tr>
<td>(6) Other</td>
<td>9</td>
<td>9.6</td>
<td>9.6</td>
</tr>
<tr>
<td><strong>Total (Valid: Multi-Code)</strong></td>
<td><strong>94</strong></td>
<td><strong>100.0</strong></td>
<td><strong>100.0</strong></td>
</tr>
<tr>
<td><strong>(0) Missing Values</strong></td>
<td><strong>0</strong></td>
<td><strong>0.0</strong></td>
<td><strong>N/A</strong></td>
</tr>
<tr>
<td><strong>Total (Base)</strong></td>
<td><strong>94</strong></td>
<td><strong>100.0</strong></td>
<td><strong>N/A</strong></td>
</tr>
</tbody>
</table>

For the purposes of Table 31 all “Very important” and “Important” ratings were combined for ease of representing the data in one table. It can be seen that Lecture series are considered the most important aspect that the SMR should offer, followed by Exhibitions.

4.32: Do you have access to the Internet?

Table 32: Do you have access to the internet? (Q32)

<table>
<thead>
<tr>
<th>Base: All respondents (94)</th>
<th>Frequency (ƒ)</th>
<th>Percentage (%)</th>
<th>Valid (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) At home</td>
<td>75</td>
<td>79.8</td>
<td>79.8</td>
</tr>
<tr>
<td>(2) At work</td>
<td>52</td>
<td>55.3</td>
<td>55.3</td>
</tr>
<tr>
<td>(3) At school/college/university</td>
<td>18</td>
<td>19.1</td>
<td>19.1</td>
</tr>
<tr>
<td>(4) At the library</td>
<td>23</td>
<td>24.5</td>
<td>24.5</td>
</tr>
<tr>
<td>(3) At an Internet Cafe</td>
<td>5</td>
<td>5.3</td>
<td>5.3</td>
</tr>
<tr>
<td>(4) No Access</td>
<td>4</td>
<td>4.3</td>
<td>4.3</td>
</tr>
<tr>
<td><strong>Total (Valid: Multi-Code)</strong></td>
<td><strong>94</strong></td>
<td><strong>100.0</strong></td>
<td><strong>100.0</strong></td>
</tr>
<tr>
<td><strong>(0) Missing Values</strong></td>
<td><strong>0</strong></td>
<td><strong>0.0</strong></td>
<td><strong>N/A</strong></td>
</tr>
<tr>
<td><strong>Total (Base)</strong></td>
<td><strong>94</strong></td>
<td><strong>100.0</strong></td>
<td><strong>N/A</strong></td>
</tr>
</tbody>
</table>

80% of respondents have access to the Internet at home and 55% have access at work.
4.33: Age?

<table>
<thead>
<tr>
<th>Base: All respondents (94)</th>
<th>Frequency (ƒ)</th>
<th>Total (%)</th>
<th>Valid (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) 18-24</td>
<td>4</td>
<td>4.3</td>
<td>4.3</td>
</tr>
<tr>
<td>(2) 25-34</td>
<td>18</td>
<td>19.1</td>
<td>19.6</td>
</tr>
<tr>
<td>(3) 35-44</td>
<td>15</td>
<td>16.0</td>
<td>16.3</td>
</tr>
<tr>
<td>(4) 45-54</td>
<td>27</td>
<td>28.7</td>
<td>29.3</td>
</tr>
<tr>
<td>(5) 55-64</td>
<td>14</td>
<td>14.9</td>
<td>15.2</td>
</tr>
<tr>
<td>(6) 65-74</td>
<td>10</td>
<td>10.6</td>
<td>10.9</td>
</tr>
<tr>
<td>(7) 75+</td>
<td>4</td>
<td>4.3</td>
<td>4.3</td>
</tr>
<tr>
<td>Total (Valid)</td>
<td>92</td>
<td>97.9</td>
<td>100.0</td>
</tr>
<tr>
<td>(0) Missing Values</td>
<td>2</td>
<td>2.1</td>
<td>N/A</td>
</tr>
<tr>
<td>Total (Base)</td>
<td>94</td>
<td>100.0</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Table 33 shows that the age 45-54 is the most frequent group, followed by 25-34yr olds.

4.34: Gender?

<table>
<thead>
<tr>
<th>Base: All respondents (94)</th>
<th>Frequency (ƒ)</th>
<th>Base (%)</th>
<th>Valid (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) Male</td>
<td>49</td>
<td>52.1</td>
<td>53.3</td>
</tr>
<tr>
<td>(2) Female</td>
<td>43</td>
<td>45.7</td>
<td>46.7</td>
</tr>
<tr>
<td>Total (Valid: Single-Code)</td>
<td>92</td>
<td>97.9</td>
<td>100.0</td>
</tr>
<tr>
<td>(0) Missing Values</td>
<td>2</td>
<td>2.1</td>
<td>N/A</td>
</tr>
<tr>
<td>Total (Base)</td>
<td>94</td>
<td>100.0</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Table 34 shows that there are more males than females using the SMR.
4.35: Postcode?

The majority of enquiries are from the Guildford and Kingston upon Thames postal areas.

<table>
<thead>
<tr>
<th>Count</th>
<th>Postal Area</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Birmingham</td>
<td>1%</td>
</tr>
<tr>
<td>1</td>
<td>Bradford</td>
<td>1%</td>
</tr>
<tr>
<td>1</td>
<td>Brighton</td>
<td>1%</td>
</tr>
<tr>
<td>2</td>
<td>Bristol</td>
<td>2%</td>
</tr>
<tr>
<td>1</td>
<td>Belfast</td>
<td>1%</td>
</tr>
<tr>
<td>1</td>
<td>Chester</td>
<td>1%</td>
</tr>
<tr>
<td>5</td>
<td>Croydon</td>
<td>5%</td>
</tr>
<tr>
<td>2</td>
<td>East Central London</td>
<td>2%</td>
</tr>
<tr>
<td>2</td>
<td>Exeter</td>
<td>2%</td>
</tr>
<tr>
<td>28</td>
<td>Guildford</td>
<td>30%</td>
</tr>
<tr>
<td>13</td>
<td>Kingston</td>
<td>14%</td>
</tr>
<tr>
<td>2</td>
<td>Leicester</td>
<td>2%</td>
</tr>
<tr>
<td>1</td>
<td>Milton Keynes</td>
<td>1%</td>
</tr>
<tr>
<td>2</td>
<td>North London</td>
<td>2%</td>
</tr>
<tr>
<td>1</td>
<td>Norwich</td>
<td>1%</td>
</tr>
<tr>
<td>2</td>
<td>Oxford</td>
<td>2%</td>
</tr>
<tr>
<td>1</td>
<td>Plymouth</td>
<td>1%</td>
</tr>
<tr>
<td>1</td>
<td>Portsmouth</td>
<td>1%</td>
</tr>
<tr>
<td>6</td>
<td>Reading</td>
<td>6%</td>
</tr>
<tr>
<td>3</td>
<td>Redhill</td>
<td>3%</td>
</tr>
<tr>
<td>1</td>
<td>South East London</td>
<td>1%</td>
</tr>
<tr>
<td>4</td>
<td>Sutton</td>
<td>4%</td>
</tr>
<tr>
<td>3</td>
<td>Southampton</td>
<td>3%</td>
</tr>
<tr>
<td>1</td>
<td>Salisbury</td>
<td>1%</td>
</tr>
<tr>
<td>1</td>
<td>Stoke on Trent</td>
<td>1%</td>
</tr>
<tr>
<td>2</td>
<td>South West London</td>
<td>2%</td>
</tr>
<tr>
<td>1</td>
<td>Tunbridge Wells</td>
<td>1%</td>
</tr>
<tr>
<td>4</td>
<td>Twickenham</td>
<td>4%</td>
</tr>
<tr>
<td>1</td>
<td>Watford</td>
<td>1%</td>
</tr>
</tbody>
</table>
4.36: Have you completed full time education?

Table 36: Have you completed full time education? (36)

<table>
<thead>
<tr>
<th>Base: All respondents (62)</th>
<th>Frequency (f)</th>
<th>Base (%)</th>
<th>Valid (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) Yes</td>
<td>84</td>
<td>89.4</td>
<td>90.3</td>
</tr>
<tr>
<td>(2) No</td>
<td>9</td>
<td>9.6</td>
<td>9.7</td>
</tr>
<tr>
<td><strong>Total (Valid: Single-Code)</strong></td>
<td><strong>93</strong></td>
<td><strong>98.9</strong></td>
<td><strong>100.0</strong></td>
</tr>
<tr>
<td>(0) Missing Values</td>
<td>1</td>
<td>1.1</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Total (Base)</strong></td>
<td><strong>94</strong></td>
<td><strong>100.0</strong></td>
<td>N/A</td>
</tr>
</tbody>
</table>

Table 36 shows that 90% of respondents have completed full time education.

4.37: What type of educational establishment are you studying at?

Table 37: Type of educational establishment you are studying at? (Q37)

<table>
<thead>
<tr>
<th>Base: All &quot;No&quot; @ Q36 (9)</th>
<th>Frequency (f)</th>
<th>Percentage (%)</th>
<th>Valid (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) School</td>
<td>0</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>(2) College/6th Form college</td>
<td>1</td>
<td>11.1</td>
<td>11.1</td>
</tr>
<tr>
<td>(3) University</td>
<td>5</td>
<td>55.6</td>
<td>55.6</td>
</tr>
<tr>
<td>(4) Adult Learning Centre</td>
<td>1</td>
<td>11.1</td>
<td>11.1</td>
</tr>
<tr>
<td>(5) Post graduate</td>
<td>2</td>
<td>22.2</td>
<td>22.2</td>
</tr>
<tr>
<td>(6) Other</td>
<td>0</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td><strong>Total (Valid: Single Code)</strong></td>
<td><strong>9</strong></td>
<td><strong>100.0</strong></td>
<td><strong>100.0</strong></td>
</tr>
<tr>
<td>(0) Missing Values</td>
<td>0</td>
<td>0.0</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Total (Base)</strong></td>
<td><strong>9</strong></td>
<td><strong>100.0</strong></td>
<td>N/A</td>
</tr>
</tbody>
</table>

Of those who have not completed full time education the majority are studying at University.

4.38: What is the highest level of education you have achieved?

Table 38: Highest level of educational qualification achieved? (Q38)

<table>
<thead>
<tr>
<th>Base: All &quot;No&quot; @ Q36 (9)</th>
<th>Frequency (f)</th>
<th>Percentage (%)</th>
<th>Valid (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) No qualifications</td>
<td>1</td>
<td>1.1</td>
<td>1.1</td>
</tr>
<tr>
<td>(2) School certificate</td>
<td>1</td>
<td>1.1</td>
<td>1.1</td>
</tr>
<tr>
<td>(3) GCSE or equivalent</td>
<td>3</td>
<td>3.2</td>
<td>3.2</td>
</tr>
<tr>
<td>(4) AS/A level or equivalent</td>
<td>8</td>
<td>8.5</td>
<td>8.6</td>
</tr>
<tr>
<td>(5) BTEC/GNVQs</td>
<td>0</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>(6) HND/Diploma</td>
<td>7</td>
<td>7.4</td>
<td>7.5</td>
</tr>
<tr>
<td>(7) First degree (BA/BSc)</td>
<td>39</td>
<td>41.5</td>
<td>41.9</td>
</tr>
<tr>
<td>(8) Masters degree</td>
<td>21</td>
<td>22.3</td>
<td>22.6</td>
</tr>
<tr>
<td>(9) PhD or equivalent</td>
<td>12</td>
<td>12.6</td>
<td>12.9</td>
</tr>
<tr>
<td>(10) Other</td>
<td>1</td>
<td>1.1</td>
<td>1.1</td>
</tr>
<tr>
<td><strong>Total (Valid: Single Code)</strong></td>
<td><strong>93</strong></td>
<td><strong>98.9</strong></td>
<td><strong>100.0</strong></td>
</tr>
<tr>
<td>(0) Missing Values</td>
<td>1</td>
<td>1.1</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Total (Base)</strong></td>
<td><strong>94</strong></td>
<td><strong>100.0</strong></td>
<td>N/A</td>
</tr>
</tbody>
</table>
Of those that have completed full time education, 42% have a degree and 23% have a masters degree.

### 4.39: Ethnicity

<table>
<thead>
<tr>
<th>Table 39: Respondent Ethnicity (Q39)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base: All Respondents (94)</td>
</tr>
<tr>
<td><strong>Frequency (f)</strong></td>
</tr>
<tr>
<td><strong>Total (%)</strong></td>
</tr>
<tr>
<td><strong>Valid (%)</strong></td>
</tr>
<tr>
<td>(1) White British</td>
</tr>
<tr>
<td>(2) White English</td>
</tr>
<tr>
<td>(3) White Irish</td>
</tr>
<tr>
<td>(4) White Scottish</td>
</tr>
<tr>
<td>(5) White Welsh</td>
</tr>
<tr>
<td>(6) White Other</td>
</tr>
<tr>
<td>(7) Chinese Welsh</td>
</tr>
<tr>
<td>(8) Any other mixed background</td>
</tr>
<tr>
<td>Total (Valid)</td>
</tr>
<tr>
<td>(0) Missing Values</td>
</tr>
<tr>
<td>Total (Base)</td>
</tr>
</tbody>
</table>

There is exceptionally low ethnic representation in the sample. Only one respondent was anything other than White.

### 4.40: Clubs and societies

The following are clubs and societies put forward by respondents.

- Avalon Archaeology
- Bagshot Arch Centre, Surrey Arch Soc.
- Berkshire Archaeological Society
- Archaeological Research Group
- Council For British Archaeology
- County Societies, University Societies, Special Interest Groups
- Croydon Nat History Science Soc. And Surrey Arch Soc.
- Croydon Natural History And Scientific Society
- Ecclesiological Society
- Egham By Runnymede Historical Society
- English Heritage, National Trust
- Epsom And Ewell History And Archaeology Society
- Garden History Society
- Hampshire Field Club
- History Of Thursley Society
- IFA
- Institute Of Field Archaeologists, Institute Of Historic Building Conservation
- National Trust
- Renegade Archaeology
- RICS
- Society Of Antiquaries
- Society Of Museum Archaeologists
- SPAB
- Spelthorne Arch. Field Group, Spelthorne Young Archaeology Club Spars
- Staines Museum
- Surrey Archaeological Society
- Sussex Archaeological Society
- Surrey History Centre
4.41: Long term illness or health problems

Table 38: Do you have any long term illness, or health problems? (Q41)

<table>
<thead>
<tr>
<th></th>
<th>Frequency (f)</th>
<th>Base (%)</th>
<th>Valid (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) Yes</td>
<td>3</td>
<td>3.2</td>
<td>3.4</td>
</tr>
<tr>
<td>(2) No</td>
<td>85</td>
<td>90.4</td>
<td>95.5</td>
</tr>
<tr>
<td>(3) Don’t know</td>
<td>1</td>
<td>1.1</td>
<td>1.1</td>
</tr>
<tr>
<td>Total (Valid: Single-Code)</td>
<td>89</td>
<td>94.7</td>
<td>100.0</td>
</tr>
<tr>
<td>(0) Missing Values</td>
<td>5</td>
<td>5.3</td>
<td>N/A</td>
</tr>
<tr>
<td>Total (Base)</td>
<td>94</td>
<td>100.0</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Table 41 shows that only a very small percentage of respondents suffer an illness or health problems that affect their ability to access information from the SMR.

4.42: How does you illness limit your access?

The following points are reasons for not being able to access the SMR due to health problems.

- I don’t use computers due to an eye problem.
- Difficulty in walking, insulin dependent, diabetes.
- I have RSI so Internet access is painful.

4.43: Occupation

- Academic Researcher (University)
- Accountant
- Administrator
- Adult Education Tutor & 6th Form College Teacher
- Archaeological Consultant
- Archaeological Consultant
- Archaeological Education Officer
- Archaeological Project Manager
- 6 Archaeologist
- Archaeology Advisor, Greater London Archaeology Advisory Service, London Region, English Heritage
- 2 Archaeology Consultant
- 2 Bank Manager
- Bio-diversity & Heritage Manager, Thames Water
- Business Development Manager
- Care Assistant
- 2 Cartographer
- Civil Engineer Project Administrator In Pakistan
4.43: Any other comments?

All the following comments have again been labelled as either Positive (P) Neutral (Neu.) or Negative (Neg.) comments.

60% are positive, and 20% each are neutral or negative comments.

- To be of value the SMR must be up to date. It is not (Neg.)
- I have had trouble getting in touch with the SMR in recent weeks, as the staff are either on leave or on training courses. Little or no information is available to inform me of this. It is only through other contacts in the archaeology section in Surrey County Council that I have found this out. Having said that, the staff when they are there do provide a sterling service. (Neg. & P)
- Remote access would be very useful, as would the elimination of the information backlog (Neu.)
The SMR is a wonderful resource, which needs grant aid to make it more accessible to the public. The current SMR Officer is very helpful and does a fantastic job, but ideally the SMR needs another member of staff to help her with her work. It would also be of benefit if the SMR were more integrated with the traditional archive and libraries services in the County. Library and archive staff in the county should be made more aware of and make greater use of the SMR and encourage their users to use the SMR. This would be more easily achieved if the SMR were online. Furthermore I think users of the Portable Antiquities Scheme should also be encouraged to log their finds with the SMR and the government should finally make SMRs statutory.

Surrey SMR is very cramped. Need a much better GIS. Collection of aerial photographs is in need of urgent conservation. (Neg.)

I only use the SMR for a site-specific search for a desktop assessment, so did not make use of the site based resources. The information I received was useful and the service only slightly delayed due to Christmas holidays. The staff were very helpful and also suggested other sources of information, especially with regard to listed building data, which was not currently included in the SMR. (P.)

Combined with Surrey History Centre it's a wonderful resource to have, it would be more beneficial to have it under one roof from users point of view, it would be ideal to have all the entries computerised. Part of the fun is searching yourself and I would be prepared to pay for that but it would have to be a sensible scale of pricing, since the cost could easily mount. (P.)

Very important to have access (via computer) to SMRs - by subscription if necessary. Equally access via the larger libraries in the County and especially the Surrey History Centre. (P.)

I used the SMR when researching my undergraduate dissertation some years ago. Although the information was useful it was not easily accessible at the time, but it was in the process of being upgraded. I have not had the need to access this resource for some time, but I assume the accessibility has improved. I recently retrained as a teacher & would recommend the SMR to colleagues & pupils for research purposes. Maybe you could allow some school visits to see how useful & interesting local history & archaeology is. (P.)

I would find it very helpful to be able to access the SMR at a distance via the internet (P)

The Surrey SMR has steadily improved with more organisation & computerisation. I have found the staff to be consistently helpful, friendly and knowledgeable with regard to their area. I hope my comments along with others aid in greater efficiency and access. (P.)

I very much appreciated the help provided for my enquiry. (P.)

Good SMR Very friendly & helpful staff. Well Done. (P.)

I work on a part time basis for an archaeology department of a local university. (Neu.)

Surrey has had several SMR officers while I have worked in the county over the last 17 years. Due to short-term contracts (nature of the position) I think it is important for the SMR officer to be familiar with the database, this comes with experience, so officers should be encouraged to stay. There is a terrific backlog of work, which still needs in putting onto the SMR - efforts & resources should be directed to catching up with it all. (Neu.)
I have the highest regard for the Surrey SMR in terms of its response, professionalism and approachability. (P.)

The SMR system is fine but the quality of information is questionable. The SMR shows duplication of entries inconsistencies, lack of standardisation in descriptions and needs better overall management. (Neg.)

Although very good, the SMR are under-funded & therefore under staffed and under-resourced. I would like the SMRs to be more than just a library; it needs to be more engaged in the community. Perhaps it could run short research courses research projects. Really engage the local communities and people. Get the local people engaged and there by pass on knowledge and understanding to ordinary people who live with the sites and perform the "warden" roles. (Neu.)

My contact with SMR was slight but entirely satisfactory. (P.)

SMRs should be like libraries - repositories of information that can be used for a variety of research purposes, in the past they have been the preserves of planners and professionals. I think that there is a lot of important local information that could be fed into SMRs and those local groups & individuals could make a lot more use of them. I would suggest an SMR liaison officer whose job is to promote use of the SMR to local groups and encourage feedback and input of data. They would collect information from private individuals & groups, which is then available via website to anyone interested. SMRs would greatly enhanced by putting in local knowledge and records and better access to their database would stimulate more & better local research. (Neu.)

Surrey SMR & History Centre is one of the most organised, best working areas, out of all the SMRS I have been to. (P.)

Regarding Q27 I consider this question ambiguous. Do you mean would I personally like to enter data directly? If this is what you mean I feel it would lead to mistaken entries unless separately checked. A designated officer should enter all information. Q28 All reports should include a properly designed form for SMR data capture. (Neg.)

All of the info sought from various SMRs was for use in researching an almost complete book about chalk streams and water meadows. I can only highly commend all the SMRs contacted. Staff were always very helpful and in most cases info was supplied free of charge and postage paid. All in all an excellent service especially Surrey. (P.)

I was very impressed at the amount of info available & the fact that it was free. (P.)

Sorry to take so long I found some questions hard to answer objectively glad to hear improvements are a foot. (P.)
5: Findings – Identified potential users groups survey (non users)

The following chapter sets out the results from the postal/e-mail survey sent to the different potential new user groups. The different groups surveyed and the percentage responses are presented in the table below.

<table>
<thead>
<tr>
<th></th>
<th>Frequency (ƒ)</th>
<th>Percentage (%)</th>
<th>Valid (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) Libraries</td>
<td>23</td>
<td>7.7</td>
<td>8.0</td>
</tr>
<tr>
<td>(2) District or Borough Council</td>
<td>28</td>
<td>9.3</td>
<td>9.7</td>
</tr>
<tr>
<td>(3) Parish Clerks</td>
<td>30</td>
<td>10.0</td>
<td>10.4</td>
</tr>
<tr>
<td>(4) Architects</td>
<td>11</td>
<td>3.7</td>
<td>3.8</td>
</tr>
<tr>
<td>(5) Builders</td>
<td>5</td>
<td>1.7</td>
<td>1.7</td>
</tr>
<tr>
<td>(6) Amenity groups</td>
<td>26</td>
<td>8.7</td>
<td>9.0</td>
</tr>
<tr>
<td>(7) Heritage groups</td>
<td>40</td>
<td>13.3</td>
<td>13.8</td>
</tr>
<tr>
<td>(8) Schools</td>
<td>125</td>
<td>41.7</td>
<td>43.3</td>
</tr>
<tr>
<td>(9) Ethnic Organisations</td>
<td>1</td>
<td>0.3</td>
<td>0.3</td>
</tr>
<tr>
<td>Total (Valid: Single Code)</td>
<td>289</td>
<td>96.3</td>
<td>100.0</td>
</tr>
<tr>
<td>(0) Missing Values</td>
<td>11</td>
<td>3.7</td>
<td>N/A</td>
</tr>
<tr>
<td>Total (Base)</td>
<td>300</td>
<td>100.0</td>
<td>N/A</td>
</tr>
</tbody>
</table>

5.1: Did you know that the County Council had a Conservation Group?

<table>
<thead>
<tr>
<th></th>
<th>Frequency (ƒ)</th>
<th>Total (%)</th>
<th>Valid (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) Yes</td>
<td>173</td>
<td>57.7</td>
<td>58.4</td>
</tr>
<tr>
<td>(2) No</td>
<td>123</td>
<td>41.0</td>
<td>41.6</td>
</tr>
<tr>
<td>Total (Valid)</td>
<td>296</td>
<td>98.7</td>
<td>100.0</td>
</tr>
<tr>
<td>(0) Missing Values</td>
<td>4</td>
<td>1.3</td>
<td>N/A</td>
</tr>
<tr>
<td>Total (Base)</td>
<td>300</td>
<td>100.0</td>
<td>N/A</td>
</tr>
</tbody>
</table>

58% of all those surveyed did know about the Surrey Conservation Group.
5.2: Do you know what an SMR is?

Table 2: Do you know what an SMR is? (Q2)

<table>
<thead>
<tr>
<th></th>
<th>Frequency (f)</th>
<th>Total (%)</th>
<th>Valid (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) Yes</td>
<td>129</td>
<td>43.0</td>
<td>43.7</td>
</tr>
<tr>
<td>(2) No</td>
<td>166</td>
<td>55.3</td>
<td>56.3</td>
</tr>
<tr>
<td>Total (Valid)</td>
<td>295</td>
<td>98.3</td>
<td>100.0</td>
</tr>
<tr>
<td>(0) Missing Values</td>
<td>5</td>
<td>1.7</td>
<td>N/A</td>
</tr>
<tr>
<td>Total (Base)</td>
<td>300</td>
<td>100.0</td>
<td>N/A</td>
</tr>
</tbody>
</table>

56% of those surveyed did not know what an SMR was.

5.3: Have you heard of the Surrey County Council SMR?

Table 3: Have you heard of the Surrey County Council SMR (Q3)

<table>
<thead>
<tr>
<th></th>
<th>Frequency (f)</th>
<th>Total (%)</th>
<th>Valid (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) Yes</td>
<td>83</td>
<td>27.7</td>
<td>28.7</td>
</tr>
<tr>
<td>(2) No</td>
<td>206</td>
<td>68.7</td>
<td>71.3</td>
</tr>
<tr>
<td>Total (Valid)</td>
<td>289</td>
<td>96.3</td>
<td>100.0</td>
</tr>
<tr>
<td>(0) Missing Values</td>
<td>11</td>
<td>3.7</td>
<td>N/A</td>
</tr>
<tr>
<td>Total (Base)</td>
<td>300</td>
<td>100.0</td>
<td>N/A</td>
</tr>
</tbody>
</table>

71% had not heard of the Surrey SMR.

5.4: Where did you hear about it?

Table 4: Where did you hear about it? (Q4)

<table>
<thead>
<tr>
<th></th>
<th>Frequency (f)</th>
<th>Percentage (%)</th>
<th>Valid (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) Councils Offices</td>
<td>15</td>
<td>18.1</td>
<td>18.8</td>
</tr>
<tr>
<td>(2) Museum</td>
<td>9</td>
<td>10.8</td>
<td>11.3</td>
</tr>
<tr>
<td>(3) Surrey History Centre</td>
<td>12</td>
<td>14.5</td>
<td>15.0</td>
</tr>
<tr>
<td>(4) Surrey CC Website</td>
<td>8</td>
<td>9.6</td>
<td>10.0</td>
</tr>
<tr>
<td>(5) Internet Websites</td>
<td>0</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>(6) Local Society</td>
<td>9</td>
<td>10.8</td>
<td>11.3</td>
</tr>
<tr>
<td>(7) Local press or media</td>
<td>4</td>
<td>4.8</td>
<td>5.0</td>
</tr>
<tr>
<td>(8) Word of mouth</td>
<td>18</td>
<td>21.7</td>
<td>22.5</td>
</tr>
<tr>
<td>(9) College or School</td>
<td>3</td>
<td>3.6</td>
<td>3.8</td>
</tr>
<tr>
<td>(10) Other</td>
<td>20</td>
<td>24.1</td>
<td>25.0</td>
</tr>
<tr>
<td>Total (Valid: Multi-Code)</td>
<td>80</td>
<td>96.4</td>
<td>100.0</td>
</tr>
<tr>
<td>(0) Missing Values</td>
<td>3</td>
<td>3.6</td>
<td>N/A</td>
</tr>
<tr>
<td>Total (Base)</td>
<td>83</td>
<td>100.0</td>
<td>N/A</td>
</tr>
</tbody>
</table>
25% of respondents stated that they had found out about the SMR via “Other” means. The following list is a selection of information sources suggested.

- General knowledge
- Your enclosed leaflet.
- Surrey archaeology society
- Contact with surrey cc.
- Notification with this survey.
- Surrey heritage conference '04.
- Surrey archaeological society
- CBA
- Away days
- Surrey archaeological society
- Have a museum background
- Part of training.
- SCC talks in Guildford.
- Working knowledge
- The leaflet received with this
- Part of professional training
- Membership of Surrey Arch. Soc.
- Netcome meeting - heads and his
- Colleagues in English Heritage
- Information sent from Guildford

5.5: Have you used the Surrey SMR service?

<table>
<thead>
<tr>
<th>Table 5: Have you used the Surrey SMR service? (Q5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base: All respondents (300)</td>
</tr>
<tr>
<td>Frequency (f)</td>
</tr>
<tr>
<td>----------------</td>
</tr>
<tr>
<td>(1) Yes</td>
</tr>
<tr>
<td>(2) No</td>
</tr>
<tr>
<td>Total (Valid)</td>
</tr>
<tr>
<td>(0) Missing Values</td>
</tr>
<tr>
<td>Total (Base)</td>
</tr>
</tbody>
</table>

Only 20% of those surveyed had used the service before.
5.6: Would you like to find out more about the information contained within the SMR?

Table 6: Would you like to find out more about the SMR? (6)

<table>
<thead>
<tr>
<th>Base: All respondents (300)</th>
<th>Frequency (f)</th>
<th>Base (%)</th>
<th>Valid (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) Yes</td>
<td>153</td>
<td>51.0</td>
<td>82.3</td>
</tr>
<tr>
<td>(2) No</td>
<td>33</td>
<td>11.0</td>
<td>17.7</td>
</tr>
<tr>
<td>Total (Valid: Single-Code)</td>
<td>186</td>
<td>62.0</td>
<td>100.0</td>
</tr>
<tr>
<td>(3) Maybe</td>
<td>93</td>
<td>31.0</td>
<td>N/A</td>
</tr>
<tr>
<td>(0) Missing Values</td>
<td>21</td>
<td>7.0</td>
<td>N/A</td>
</tr>
<tr>
<td>Total (Base)</td>
<td>300</td>
<td>100.0</td>
<td>N/A</td>
</tr>
</tbody>
</table>

51% of all those surveyed would like to know more about the SMR. This increases to 82% when the “Maybe” option is added in.

5.7: Would you use the SMR in future?

Table 7: Would you use the SMR in the future? (7)

<table>
<thead>
<tr>
<th>Base: All respondents (300)</th>
<th>Frequency (f)</th>
<th>Base (%)</th>
<th>Valid (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) Yes</td>
<td>113</td>
<td>37.7</td>
<td>91.1</td>
</tr>
<tr>
<td>(2) No</td>
<td>11</td>
<td>3.7</td>
<td>8.9</td>
</tr>
<tr>
<td>Total (Valid: Single-Code)</td>
<td>124</td>
<td>41.3</td>
<td>100.0</td>
</tr>
<tr>
<td>(3) Maybe</td>
<td>162</td>
<td>54.0</td>
<td>N/A</td>
</tr>
<tr>
<td>(0) Missing Values</td>
<td>14</td>
<td>4.7</td>
<td>N/A</td>
</tr>
<tr>
<td>Total (Base)</td>
<td>300</td>
<td>100.0</td>
<td>N/A</td>
</tr>
</tbody>
</table>

38% said they would use the SMR in future. If the “Maybe” option is included, this rises to 91%.

5.8: What purpose would you use the information in the SMR for?

The full list of suggested uses can be found in 10.4. These suggestions were grouped into 4 main categories. Those who thought they would use it for history research, those using it for education, those using it for personal interest studies and those using it professionally for planning, land development/building and architecture.

Table 8: Suggested uses for SMR information (Q8)

<table>
<thead>
<tr>
<th>Base: All respondents (300)</th>
<th>Frequency (f)</th>
<th>Percentage (%)</th>
<th>Valid (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) History Research</td>
<td>63</td>
<td>22.9</td>
<td>30.1</td>
</tr>
<tr>
<td>(2) Educational needs</td>
<td>85</td>
<td>30.9</td>
<td>40.7</td>
</tr>
<tr>
<td>(3) Personal interest enquiries</td>
<td>41</td>
<td>14.9</td>
<td>19.6</td>
</tr>
<tr>
<td>(4) Planning, land, buildings, architecture</td>
<td>20</td>
<td>7.3</td>
<td>9.6</td>
</tr>
<tr>
<td>Total (Valid: Single Code)</td>
<td>209</td>
<td>76.0</td>
<td>100.0</td>
</tr>
<tr>
<td>(0) Missing Values</td>
<td>66</td>
<td>24.0</td>
<td>N/A</td>
</tr>
<tr>
<td>Total (Base)</td>
<td>275</td>
<td>91.7</td>
<td>N/A</td>
</tr>
</tbody>
</table>
5.9: Why wouldn’t you use the SMR in the future?

These are the only suggested reasons as to why respondents would not use the SMR.

- I would not use it although I would refer it to others.
- I am not involved in activities which would necessitate my using SMR.
- Can't think of a reason for using it
- Current workload and other SCC initiatives occupying staff time.
- Consultant archaeologists are usually employed on any of my projects which may have archaeological interest. I would not have time to deal with these matters.
- All info comes to me through work, no need for an individual contact.
- No need. Row research is carried out by my colleague offices at county hall.
- Member services are not involved direct management of sites and monuments. However, useful to know about existence.
- Because Richmond archaeological society does not actively work in surrey.
- Our group is now winding down since Alice hour forest is no longer under threat.
- I teach at an infant school and our curriculum does not extend to the topics listed

5.10: Would you be interested in on-line access to the SMR?

<table>
<thead>
<tr>
<th>Table 10: Would you be interested in on-line access to the SMR? (Q10)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Base:</strong> All respondents (300)</td>
</tr>
<tr>
<td>(1) Yes</td>
</tr>
<tr>
<td>(2) No</td>
</tr>
<tr>
<td>Total (Valid)</td>
</tr>
<tr>
<td>(0) Missing Values</td>
</tr>
<tr>
<td>Total (Base)</td>
</tr>
</tbody>
</table>

87% of respondents would be interested in on-line access to the SMR.
5.11: What would you like to see on an on-line heritage resource?

Table 11: What would you like to see included in an on-line heritage resource? (Q11)

<table>
<thead>
<tr>
<th></th>
<th>Base: Yes at Q10 (250)</th>
<th>Frequency (f)</th>
<th>Percentage (%)</th>
<th>Valid (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) Bespoke searches</td>
<td>160</td>
<td>64.0</td>
<td>65.8</td>
<td></td>
</tr>
<tr>
<td>(2) Ready made searches</td>
<td>184</td>
<td>73.6</td>
<td>75.7</td>
<td></td>
</tr>
<tr>
<td>(3) Explanations of monuments</td>
<td>163</td>
<td>65.2</td>
<td>67.1</td>
<td></td>
</tr>
<tr>
<td>(4) Explanations of historic periods</td>
<td>128</td>
<td>51.2</td>
<td>52.7</td>
<td></td>
</tr>
<tr>
<td>(5) Explanations of Archaeological techniques</td>
<td>107</td>
<td>42.8</td>
<td>44.0</td>
<td></td>
</tr>
<tr>
<td>(6) In-depth info/essays on Surrey topics</td>
<td>140</td>
<td>56.0</td>
<td>57.6</td>
<td></td>
</tr>
<tr>
<td>(7) Info on sites open to public</td>
<td>175</td>
<td>70.0</td>
<td>72.0</td>
<td></td>
</tr>
<tr>
<td>(8) Interactive games (educational)</td>
<td>111</td>
<td>44.4</td>
<td>45.7</td>
<td></td>
</tr>
<tr>
<td>(9) Other interactive games</td>
<td>42</td>
<td>16.8</td>
<td>17.3</td>
<td></td>
</tr>
<tr>
<td>(10) GIS maps to search from</td>
<td>135</td>
<td>54.0</td>
<td>55.6</td>
<td></td>
</tr>
<tr>
<td>(11) GIS maps showing overlays</td>
<td>118</td>
<td>47.2</td>
<td>48.6</td>
<td></td>
</tr>
<tr>
<td>(12) Relevant photographs</td>
<td>164</td>
<td>65.6</td>
<td>67.5</td>
<td></td>
</tr>
<tr>
<td>(13) Ability to search archives</td>
<td>141</td>
<td>56.4</td>
<td>58.0</td>
<td></td>
</tr>
<tr>
<td>(14) Local knowledge &amp; oral history stories</td>
<td>170</td>
<td>68.0</td>
<td>70.0</td>
<td></td>
</tr>
<tr>
<td>Total (Valid: Multi-Code)</td>
<td>243</td>
<td>97.2</td>
<td>100.0</td>
<td></td>
</tr>
<tr>
<td>(0) Missing Values</td>
<td>7</td>
<td>2.8</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>Total (Base)</td>
<td>250</td>
<td>100.0</td>
<td>N/A</td>
<td></td>
</tr>
</tbody>
</table>

76% of respondents would like to see “ready made searches” available on the on-line version of the SMR.

5.12: Reasons for not wanting on-line access to the SMR.

The following is a list of reasons why respondents would not wish to use the SMR on-line:-

- Not my field of interest.
- I have no computer, so I would not be able to access information. However, it would be useful service for those who do not use computers.
- I probably would not use as it would be very rare that I would need to.
- I am computer illiterate, colleagues in the society, however have better skills & facilities available, and may be able to cope on line.
- I do have internet access and prefer work with paper copies.
- We rely on our records and consultations with surrey county council.
- I neither have nor wish to have internet access.
- I do not have personal facilities to do this; I can use local library or society’s on-line equipment if needed.
- Not computer literate not connected to internet.
- No access.
- Our group believes there are more important things SCC should concentrate and spend tax payer's money on.
- Not on e-mail.
• Same as Q9
• No computer access, cost and security.
• We can give details in booklet if we receive an enquiry
• No access
• Don't use a computer.
• Am fearful of running up bills and getting a virus
• In the context of our school, 4-7 year olds, probably, realistically would not use it
• Info. Appears too detailed for younger pupils - General info on more well known sites already available
• I cannot see a need for using this at work via the internet
• Have access at lane
• Same reason as Q9

5.13: SMR outreach activities

Table 13: Would you be interested in other SMR outreach activities? (Q13)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Frequency (f)</th>
<th>Percentage (%)</th>
<th>Valid (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travelling exhibitions of SMR info</td>
<td>146</td>
<td>59.6</td>
<td>48.7</td>
</tr>
<tr>
<td>Workshops on how to use the SMR website</td>
<td>75</td>
<td>30.6</td>
<td>25.0</td>
</tr>
<tr>
<td>Leaflets about specific periods, monuments</td>
<td>153</td>
<td>62.4</td>
<td>51.0</td>
</tr>
<tr>
<td>Teachers resource packs linking SMR info</td>
<td>147</td>
<td>60.0</td>
<td>49.0</td>
</tr>
<tr>
<td>Info &amp; interpretation boards at historic areas</td>
<td>124</td>
<td>50.6</td>
<td>41.3</td>
</tr>
<tr>
<td>Contributing info to the SMR</td>
<td>80</td>
<td>32.7</td>
<td>26.7</td>
</tr>
<tr>
<td>Total (Valid: Multi-Code)</td>
<td>245</td>
<td>100.0</td>
<td>81.7</td>
</tr>
<tr>
<td>Missing Values</td>
<td>55</td>
<td>22.4</td>
<td>N/A</td>
</tr>
<tr>
<td>Total (Base)</td>
<td>300</td>
<td>122.4</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Leaflets about specific periods, monuments and boroughs in Surrey, was the most popular SMR outreach activity at 51%.
5.14: How can the SMR be made more appealing?

Here all comments were grouped together into 5 main categories for ease of interpretation. Advertising the SMR through schools via leaflets and pamphlets (32%) and increasing the publicity through different types of media (31%) are the top two ways that respondents feel the appeal of the SMR can be improved.

The full list of verbatim comments can be found in Appendix 10.6.

<table>
<thead>
<tr>
<th>Table 14: How can we make the SMR more appealing? (Q14)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Base: All respondents (300)</strong></td>
</tr>
<tr>
<td>(1) Increase publicity via newspaper, radio and TV</td>
</tr>
<tr>
<td>(2) Hold talks events and workshops</td>
</tr>
<tr>
<td>(3) Advertise through schools, libraries via leaflets/pamphlets</td>
</tr>
<tr>
<td>(4) Keep it visual and easy to use/convenient</td>
</tr>
<tr>
<td>(5) Other</td>
</tr>
<tr>
<td><strong>Total (Valid: Single-Code)</strong></td>
</tr>
<tr>
<td><strong>(0) Missing Values</strong></td>
</tr>
<tr>
<td><strong>Total (Base)</strong></td>
</tr>
</tbody>
</table>

5.15: Ethnicity?

<table>
<thead>
<tr>
<th>Table 15: Ethnicity (Q15)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Base: All respondents (300)</strong></td>
</tr>
<tr>
<td>(1) White British</td>
</tr>
<tr>
<td>(2) White English</td>
</tr>
<tr>
<td>(3) White Irish</td>
</tr>
<tr>
<td>(4) White Scottish</td>
</tr>
<tr>
<td>(5) White Welsh</td>
</tr>
<tr>
<td>(6) White Other</td>
</tr>
<tr>
<td>(7) Indian</td>
</tr>
<tr>
<td>(8) Pakistani</td>
</tr>
<tr>
<td>(9) Chinese British</td>
</tr>
<tr>
<td>(10) Other Ethnic group</td>
</tr>
<tr>
<td><strong>Total (Valid: Single Code)</strong></td>
</tr>
<tr>
<td><strong>(0) Missing Values</strong></td>
</tr>
<tr>
<td><strong>Total (Base)</strong></td>
</tr>
</tbody>
</table>

There was very little ethnic representation in this survey. Many ethnic organisations were contacted but failed to respond to the survey, suggesting that they are very unaware of any relevance of the SMR information to their own particular interests.

Further promotion needs to be targeted directly at these organisations to promote how the SMR may be of interest to them.
5.16: Illness or disability?

Table 16: Do you have any long term sickness? (Q16)

<table>
<thead>
<tr>
<th>Base: All respondents (300)</th>
<th>Frequency (f)</th>
<th>Base (%)</th>
<th>Valid (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) Yes</td>
<td>10</td>
<td>3.3</td>
<td>6.6</td>
</tr>
<tr>
<td>(2) No</td>
<td>142</td>
<td>47.3</td>
<td>93.4</td>
</tr>
<tr>
<td>Total (Valid: Single-Code)</td>
<td>152</td>
<td>50.7</td>
<td>100.0</td>
</tr>
<tr>
<td>(3) Don't know</td>
<td>5</td>
<td>1.7</td>
<td>N/A</td>
</tr>
<tr>
<td>(0) Missing Values</td>
<td>143</td>
<td>47.7</td>
<td>N/A</td>
</tr>
<tr>
<td>Total (Base)</td>
<td>300</td>
<td>100.0</td>
<td>N/A</td>
</tr>
</tbody>
</table>

93% of all respondents do not have long term sickness or disability.

5.17: How does this limit your access to the SMR?

There were only 3 comments as to why disability or long term sickness limited access to the SMR and these were:-

- No serious problems
- Difficult for me to travel sometimes.
- Very limited IT skills

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

Table 18: Do you have access to the internet at home? (Q18)

<table>
<thead>
<tr>
<th>Base: All respondents (300)</th>
<th>Frequency (f)</th>
<th>Total (%)</th>
<th>Valid (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) Yes</td>
<td>233</td>
<td>77.7</td>
<td>82.0</td>
</tr>
<tr>
<td>(2) No</td>
<td>51</td>
<td>17.0</td>
<td>18.0</td>
</tr>
<tr>
<td>Total (Valid)</td>
<td>284</td>
<td>94.7</td>
<td>100.0</td>
</tr>
<tr>
<td>(0) Missing Values</td>
<td>16</td>
<td>5.3</td>
<td>N/A</td>
</tr>
<tr>
<td>Total (Base)</td>
<td>300</td>
<td>100.0</td>
<td>N/A</td>
</tr>
</tbody>
</table>

82% of all respondents have access to the internet at home.

5.19: Do you have Broad band at home?

Table 19: Do you have Broadband at home? (Q19)

<table>
<thead>
<tr>
<th>Base: All respondents (300)</th>
<th>Frequency (f)</th>
<th>Total (%)</th>
<th>Valid (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) Yes</td>
<td>106</td>
<td>35.3</td>
<td>46.1</td>
</tr>
<tr>
<td>(2) No</td>
<td>124</td>
<td>41.3</td>
<td>53.9</td>
</tr>
<tr>
<td>Total (Valid)</td>
<td>230</td>
<td>76.7</td>
<td>100.0</td>
</tr>
<tr>
<td>(0) Missing Values</td>
<td>70</td>
<td>23.3</td>
<td>N/A</td>
</tr>
<tr>
<td>Total (Base)</td>
<td>300</td>
<td>100.0</td>
<td>N/A</td>
</tr>
</tbody>
</table>

46% do have Broad band at home.
5.20: Age categories

<table>
<thead>
<tr>
<th>Table 20: Age category (Q20)</th>
<th>Frequency (ƒ)</th>
<th>Percentage (%)</th>
<th>Valid (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) Under 18 yrs</td>
<td>3</td>
<td>1.0</td>
<td>1.1</td>
</tr>
<tr>
<td>(2) 18 - 24 yrs</td>
<td>5</td>
<td>1.7</td>
<td>1.8</td>
</tr>
<tr>
<td>(3) 25 - 34 yrs</td>
<td>26</td>
<td>8.7</td>
<td>9.3</td>
</tr>
<tr>
<td>(4) 35 - 44 yrs</td>
<td>43</td>
<td>14.3</td>
<td>15.3</td>
</tr>
<tr>
<td>(5) 45 - 54 yrs</td>
<td>95</td>
<td>31.7</td>
<td>33.8</td>
</tr>
<tr>
<td>(6) 55 - 64 yrs</td>
<td>60</td>
<td>20.0</td>
<td>21.4</td>
</tr>
<tr>
<td>(7) 65 - 74 yrs</td>
<td>40</td>
<td>13.3</td>
<td>14.2</td>
</tr>
<tr>
<td>(8) 75 +</td>
<td>9</td>
<td>3.0</td>
<td>3.2</td>
</tr>
<tr>
<td>Total (Valid: Single Code)</td>
<td>281</td>
<td>93.7</td>
<td>100.0</td>
</tr>
<tr>
<td>(0) Missing Values</td>
<td>19</td>
<td>6.3</td>
<td>N/A</td>
</tr>
<tr>
<td>Total (Base)</td>
<td>300</td>
<td>100.0</td>
<td>N/A</td>
</tr>
</tbody>
</table>

The greatest number of respondents fell into the 45-54 yr old category at 34%.

5.21: Gender

<table>
<thead>
<tr>
<th>Table 21: Gender (Q21)</th>
<th>Frequency (ƒ)</th>
<th>Total (%)</th>
<th>Valid (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) Male</td>
<td>106</td>
<td>35.3</td>
<td>37.9</td>
</tr>
<tr>
<td>(2) Female</td>
<td>174</td>
<td>58.0</td>
<td>62.1</td>
</tr>
<tr>
<td>Total (Valid)</td>
<td>280</td>
<td>93.3</td>
<td>100.0</td>
</tr>
<tr>
<td>(0) Missing Values</td>
<td>20</td>
<td>6.7</td>
<td>N/A</td>
</tr>
<tr>
<td>Total (Base)</td>
<td>300</td>
<td>100.0</td>
<td>N/A</td>
</tr>
</tbody>
</table>

The vast majority (62%) of respondents were women.

5.22: Postcodes

The following list shows the frequency (number) of postal code areas within Surrey from which respondents have responded.

1 Brighton     1 Lightwater     4 Esher
4 Croyden      7 Guildford     3 Cobham
5 Caterham     16 Woking       4 Walton on Thames
2 Coulsden     1 Virginia Water 2 Weybridge
1 Kenley       1 Hindhead      1 West Byfleet
12 Guildford   3 Haslemere    6 Addlestone
5 Farnham      16 Guildford   4 Chertsey
1 Aldershot    13 Cranleigh   13 Epsom
2 Farnborough  19 Godalming   5 Tadworth
6 Camberley    7 Farnham      19 Leatherhead
5.23: Occupation Groupings

<table>
<thead>
<tr>
<th>Base: All respondents (300)</th>
<th>Frequency (f)</th>
<th>Percentage (%)</th>
<th>Valid (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) A</td>
<td>49</td>
<td>16.3</td>
<td>17.4</td>
</tr>
<tr>
<td>(2) B</td>
<td>48</td>
<td>16.0</td>
<td>17.1</td>
</tr>
<tr>
<td>(4) C1</td>
<td>59</td>
<td>19.7</td>
<td>21.0</td>
</tr>
<tr>
<td>(5) C2</td>
<td>0</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>(5) D</td>
<td>3</td>
<td>1.0</td>
<td>1.1</td>
</tr>
<tr>
<td>(6) E</td>
<td>0</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>Total (Valid: Single Code)</td>
<td>159</td>
<td>53.0</td>
<td>56.6</td>
</tr>
<tr>
<td>(0) Missing Values</td>
<td>141</td>
<td>47.0</td>
<td>N/A</td>
</tr>
<tr>
<td>Total (Base)</td>
<td>300</td>
<td>100.0</td>
<td>N/A</td>
</tr>
</tbody>
</table>

The occupational groupings are skewed in the favour of group C1, due to the hire proportion of parish clerks and primary school teachers that were surveyed. Nationally the proportions are normally:-

Group A - 3% of the population  
Group B - 20% of the population  
Group C1 - 28% of the population  
Group C2 - 21% of the population  
Group D - 18% of the population  
Group E - 10% of the population

5.24: Any other comments

The full list of comments can be found in Appendix 10.7.

Generally there very positive comments from all respondents, especially those connected with schools. It is clear from the many comments made that the resource will be well used and supported once it is fully accessible.
6: Findings – Surrey CC Staff survey (non users)

The following chapter sets out the results from the separate on-line survey that was sent to all Surrey County Council staff that had access to the Surrey County Council Intranet.

6.1: Did you know that the County Council has a Conservation Group?

Table 1: Did you know that the County Council had a Conservation Group? (Q1)

<table>
<thead>
<tr>
<th>Base: All respondents (601)</th>
<th>Frequency (f)</th>
<th>Total (%)</th>
<th>Valid (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) Yes</td>
<td>341</td>
<td>56.7</td>
<td>57.2</td>
</tr>
<tr>
<td>(2) No</td>
<td>255</td>
<td>42.4</td>
<td>42.8</td>
</tr>
<tr>
<td>Total (Valid)</td>
<td>596</td>
<td>99.2</td>
<td>100.0</td>
</tr>
<tr>
<td>(0) Missing Values</td>
<td>5</td>
<td>0.8</td>
<td>N/A</td>
</tr>
<tr>
<td>Total (Base)</td>
<td>601</td>
<td>100.0</td>
<td>N/A</td>
</tr>
</tbody>
</table>

57% of all staff surveyed did know about the Conservation group.

6.2: Do you know what an SMR is?

Table 2: Do you know what an SMR is? (Q2)

<table>
<thead>
<tr>
<th>Base: All respondents (601)</th>
<th>Frequency (f)</th>
<th>Total (%)</th>
<th>Valid (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) Yes</td>
<td>200</td>
<td>33.3</td>
<td>34.0</td>
</tr>
<tr>
<td>(2) No</td>
<td>389</td>
<td>64.7</td>
<td>66.0</td>
</tr>
<tr>
<td>Total (Valid)</td>
<td>589</td>
<td>98.0</td>
<td>100.0</td>
</tr>
<tr>
<td>(0) Missing Values</td>
<td>12</td>
<td>2.0</td>
<td>N/A</td>
</tr>
<tr>
<td>Total (Base)</td>
<td>601</td>
<td>100.0</td>
<td>N/A</td>
</tr>
</tbody>
</table>

66% of Surrey staff did not know what an SMR was.

6.3: Have you heard of the Surrey County Council SMR?

Table 3: Have you heard of the Surrey County Council SMR (Q3)

<table>
<thead>
<tr>
<th>Base: All respondents (601)</th>
<th>Frequency (f)</th>
<th>Total (%)</th>
<th>Valid (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) Yes</td>
<td>154</td>
<td>25.6</td>
<td>26.5</td>
</tr>
<tr>
<td>(2) No</td>
<td>428</td>
<td>71.2</td>
<td>73.5</td>
</tr>
<tr>
<td>Total (Valid)</td>
<td>582</td>
<td>96.8</td>
<td>100.0</td>
</tr>
<tr>
<td>(0) Missing Values</td>
<td>19</td>
<td>3.2</td>
<td>N/A</td>
</tr>
<tr>
<td>Total (Base)</td>
<td>601</td>
<td>100.0</td>
<td>N/A</td>
</tr>
</tbody>
</table>

74% of Surrey CC staff had not heard of the Surrey CC SMR.
6.4: Where did you hear about it?

![Table 4: Where did you hear about it? (Q4)]

<table>
<thead>
<tr>
<th>Base: Yes at Q3 (154)</th>
<th>Frequency (f)</th>
<th>Percentage (%)</th>
<th>Valid (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) Councils Offices</td>
<td>40</td>
<td>26.0</td>
<td>50.0</td>
</tr>
<tr>
<td>(2) Museum</td>
<td>5</td>
<td>3.2</td>
<td>6.3</td>
</tr>
<tr>
<td>(3) Surrey History Centre</td>
<td>13</td>
<td>8.4</td>
<td>16.3</td>
</tr>
<tr>
<td>(4) Surrey CC Website</td>
<td>63</td>
<td>40.9</td>
<td>78.8</td>
</tr>
<tr>
<td>(5) Internet Websites</td>
<td>2</td>
<td>1.3</td>
<td>2.5</td>
</tr>
<tr>
<td>(6) Local Society</td>
<td>3</td>
<td>1.9</td>
<td>3.8</td>
</tr>
<tr>
<td>(7) Local press or media</td>
<td>6</td>
<td>3.9</td>
<td>7.5</td>
</tr>
<tr>
<td>(8) Word of mouth</td>
<td>28</td>
<td>18.2</td>
<td>35.0</td>
</tr>
<tr>
<td>(9) College or School</td>
<td>6</td>
<td>3.9</td>
<td>7.5</td>
</tr>
<tr>
<td>(10) Other</td>
<td>18</td>
<td>11.7</td>
<td>22.5</td>
</tr>
<tr>
<td>Total (Valid: Multi-Code)</td>
<td>80</td>
<td>51.9</td>
<td>100.0</td>
</tr>
<tr>
<td>(0) Missing Values</td>
<td>74</td>
<td>48.1</td>
<td>N/A</td>
</tr>
<tr>
<td>Total (Base)</td>
<td>154</td>
<td>100.0</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Of those who had heard of the Surrey SMR, 50% had heard about it via the Council offices.

6.5: Have you used the Surrey SMR service?

![Table 5: Have you used the Surrey SMR service? (Q5)]

<table>
<thead>
<tr>
<th>Base: Yes @ Q3 (154)</th>
<th>Frequency (f)</th>
<th>Total (%)</th>
<th>Valid (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) Yes</td>
<td>19</td>
<td>12.3</td>
<td>12.6</td>
</tr>
<tr>
<td>(2) No</td>
<td>132</td>
<td>85.7</td>
<td>87.4</td>
</tr>
<tr>
<td>Total (Valid)</td>
<td>151</td>
<td>98.1</td>
<td>100.0</td>
</tr>
<tr>
<td>(0) Missing Values</td>
<td>3</td>
<td>1.9</td>
<td>N/A</td>
</tr>
<tr>
<td>Total (Base)</td>
<td>154</td>
<td>100.0</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Of those who had heard of the SMR, only 13% had used the service before.

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

![Table 6: Would you like to find out more about the SMR? (Q6)]

<table>
<thead>
<tr>
<th>Base: No @ Q3 (428)</th>
<th>Frequency (f)</th>
<th>Base (%)</th>
<th>Valid (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) Yes</td>
<td>190</td>
<td>44.4</td>
<td>65.7</td>
</tr>
<tr>
<td>(2) No</td>
<td>99</td>
<td>23.1</td>
<td>34.3</td>
</tr>
<tr>
<td>Total (Valid: Single-Code)</td>
<td>289</td>
<td>67.5</td>
<td>100.0</td>
</tr>
<tr>
<td>(3) Maybe</td>
<td>275</td>
<td>64.3</td>
<td>N/A</td>
</tr>
<tr>
<td>(0) Missing Values</td>
<td>139</td>
<td>32.5</td>
<td>N/A</td>
</tr>
<tr>
<td>Total (Base)</td>
<td>428</td>
<td>100.0</td>
<td>N/A</td>
</tr>
</tbody>
</table>
66% of those surveyed would like to find out or “maybe” would like to find out more about the SMR.

**6.7: Would you use the SMR in future?**

<table>
<thead>
<tr>
<th>Base: All respondents (601)</th>
<th>Frequency (f)</th>
<th>Base (%)</th>
<th>Valid (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) Yes</td>
<td>128</td>
<td>21.3</td>
<td>68.1</td>
</tr>
<tr>
<td>(2) No</td>
<td>60</td>
<td>10.0</td>
<td>31.9</td>
</tr>
<tr>
<td>Total (Valid: Single-Code)</td>
<td>188</td>
<td>31.3</td>
<td>100.0</td>
</tr>
<tr>
<td>(3) Maybe</td>
<td>385</td>
<td>64.1</td>
<td>N/A</td>
</tr>
<tr>
<td>(0) Missing Values</td>
<td>28</td>
<td>4.7</td>
<td>N/A</td>
</tr>
<tr>
<td>Total (Base)</td>
<td>601</td>
<td>100.0</td>
<td>N/A</td>
</tr>
</tbody>
</table>

68% of staff would or maybe would use the SMR in the future.

**6.8: What purpose would you use the information contained within the SMR for?**

<table>
<thead>
<tr>
<th>Base: Yes and Maybe @ Q7 (513)</th>
<th>Frequency (f)</th>
<th>Percentage (%)</th>
<th>Valid (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) Education</td>
<td>54</td>
<td>10.5</td>
<td>23.3</td>
</tr>
<tr>
<td>(2) Recreation</td>
<td>55</td>
<td>10.7</td>
<td>23.7</td>
</tr>
<tr>
<td>(3) Planning permission</td>
<td>50</td>
<td>9.7</td>
<td>21.6</td>
</tr>
<tr>
<td>(4) General knowledge for work</td>
<td>33</td>
<td>6.4</td>
<td>14.2</td>
</tr>
<tr>
<td>(5) Personal interest</td>
<td>40</td>
<td>7.8</td>
<td>17.2</td>
</tr>
<tr>
<td>Total (Valid: Single-Code)</td>
<td>232</td>
<td>45.2</td>
<td>100.0</td>
</tr>
<tr>
<td>(0) Missing Values</td>
<td>281</td>
<td>54.8</td>
<td>N/A</td>
</tr>
<tr>
<td>Total (Base)</td>
<td>513</td>
<td>85.4</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Recreational and educational purposes are the top two potential uses of the SMR by Surrey CC staff.
6.9: Reasons for not using the SMR in the future.

<table>
<thead>
<tr>
<th>Reasons</th>
<th>Base: No @ Q7 (60)</th>
<th>Frequency (ƒ)</th>
<th>Percentage (%)</th>
<th>Valid (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) Not relevant/necessary</td>
<td>33</td>
<td>55.0</td>
<td>55.0</td>
<td></td>
</tr>
<tr>
<td>(2) Too busy</td>
<td>14</td>
<td>23.3</td>
<td>23.3</td>
<td></td>
</tr>
<tr>
<td>(3) Not interested</td>
<td>44</td>
<td>73.3</td>
<td>73.3</td>
<td></td>
</tr>
<tr>
<td>(4) Unaware of SMR</td>
<td>1</td>
<td>1.7</td>
<td>1.7</td>
<td></td>
</tr>
<tr>
<td>(5) Do not live in Surrey</td>
<td>10</td>
<td>16.7</td>
<td>16.7</td>
<td></td>
</tr>
<tr>
<td>(6) Other</td>
<td>11</td>
<td>18.3</td>
<td>18.3</td>
<td></td>
</tr>
<tr>
<td>Total (Valid: Single-Code)</td>
<td>60</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
<tr>
<td>(0) Missing Values</td>
<td>0</td>
<td>0.0</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>Total (Base)</td>
<td>60</td>
<td>100.0</td>
<td>N/A</td>
<td></td>
</tr>
</tbody>
</table>

55% of those staff who would not use the SMR in the future stated the reason was because it was not relevant or necessary to them.

6.10: Would you be interested in on-line access to the SMR?

<table>
<thead>
<tr>
<th>Interests</th>
<th>Base: All respondents (601)</th>
<th>Frequency (ƒ)</th>
<th>Total (%)</th>
<th>Valid (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) Yes</td>
<td>449</td>
<td>74.7</td>
<td>78.1</td>
<td></td>
</tr>
<tr>
<td>(2) No</td>
<td>126</td>
<td>21.0</td>
<td>21.9</td>
<td></td>
</tr>
<tr>
<td>Total (Valid)</td>
<td>575</td>
<td>95.7</td>
<td>100.0</td>
<td></td>
</tr>
<tr>
<td>(0) Missing Values</td>
<td>26</td>
<td>4.3</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>Total (Base)</td>
<td>601</td>
<td>100.0</td>
<td>N/A</td>
<td></td>
</tr>
</tbody>
</table>

78% of staff surveyed would be interested in on-line access to the SMR.
6.11: What would you like to see in an on-line heritage resource?

<table>
<thead>
<tr>
<th>Table 11: What would you like to see included in an on-line heritage resource? (Q11)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Base:</strong> Yes at Q10 (449)</td>
</tr>
<tr>
<td>(1) Bespoke searches</td>
</tr>
<tr>
<td>(2) Ready made searches</td>
</tr>
<tr>
<td>(3) Explanations of monuments</td>
</tr>
<tr>
<td>(4) Explanations of historic periods</td>
</tr>
<tr>
<td>(5) Explanations of Archaeological techniques</td>
</tr>
<tr>
<td>(6) In-depth info/essays on Surrey topics</td>
</tr>
<tr>
<td>(7) Info on sites open to public</td>
</tr>
<tr>
<td>(8) Interactive games (educational)</td>
</tr>
<tr>
<td>(9) Other interactive games</td>
</tr>
<tr>
<td>(10) GIS maps to search from</td>
</tr>
<tr>
<td>(11) GIS maps showing overlays</td>
</tr>
<tr>
<td>(12) Relevant photographs</td>
</tr>
<tr>
<td>(13) Ability to search archives</td>
</tr>
<tr>
<td>(14) Local knowledge &amp; oral history stories</td>
</tr>
<tr>
<td><strong>Total (Valid: Multi-Code)</strong></td>
</tr>
<tr>
<td>(0) Missing Values</td>
</tr>
<tr>
<td><strong>Total (Base)</strong></td>
</tr>
</tbody>
</table>

Relevant photographs and explanations of monuments are the most popular choices of what is preferred in an on-line heritage resource.

6.12: Reasons for not wanting on-line access to the SMR

<table>
<thead>
<tr>
<th>Table 12: Reasons for not being interested in on-line access to the SMR? (Q12)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Base:</strong> No @ Q10 (126)</td>
</tr>
<tr>
<td>(1) Not relevant/necessary to my work</td>
</tr>
<tr>
<td>(2) Not interested</td>
</tr>
<tr>
<td>(3) Unsure of what SMR is</td>
</tr>
<tr>
<td>(4) Not enough time</td>
</tr>
<tr>
<td>(5) Live outside Surrey</td>
</tr>
<tr>
<td>(6) Unreliable internet</td>
</tr>
<tr>
<td>(7) Other</td>
</tr>
<tr>
<td><strong>Total (Valid: Single-Code)</strong></td>
</tr>
<tr>
<td>(0) Missing Values</td>
</tr>
<tr>
<td><strong>Total (Base)</strong></td>
</tr>
</tbody>
</table>

33% of staff just are “not interested” in accessing the SMR on-line.
6.13: What outreach activities would you be interested in?

| Table 13: Would you be interested in other SMR outreach activities? (Q13) |
|-------------------------------------------------------------|----------|----------|----------|
| Base: All respondents (601)                                 | Frequency (f) | Percentage (%) | Valid (%) |
| (1) Travelling exhibitions of SMR info                      | 195     | 50.3       | 32.4       |
| (2) Workshops on how to use the SMR website                 | 75      | 19.3       | 12.5       |
| (3) Leaflets about specific periods, monuments.             | 290     | 74.7       | 48.3       |
| (4) Teachers resource packs linking SMR info                | 71      | 18.3       | 11.8       |
| (5) Info & interpretation boards at historic areas          | 214     | 55.2       | 35.6       |
| (6) Contributing info to the SMR                           | 135     | 34.8       | 22.5       |
| Total (Valid: Multi-Code)                                  | 388     | 100.0      | 64.6       |
| (0) Missing Values                                          | 213     | 54.9       | N/A        |
| Total (Base)                                                | 601     | 154.9      | N/A        |

Leaflets about specific periods, monuments etc. are considered the most interesting SMR outreach activities by Surrey CC staff.

6.14: How can we make the Surrey SMR more appealing?

| Table 14: How can we make the SMR more appealing? (Q14) |
|--------------------------------------------------------|----------|----------|----------|
| Base: All respondents (601)                            | Frequency (f) | Percentage (%) | Valid (%) |
| (1) Better awareness/advertising of SMR                 | 109     | 18.1       | 50.5       |
| (2) Link it with Education                              | 15      | 2.5        | 6.9        |
| (3) Better access for those without expertise           | 24      | 4.0        | 11.1       |
| (4) Widen the basis of people using SMR                 | 30      | 5.0        | 13.9       |
| (5) Aim it at different groups via specific topics      | 9       | 1.5        | 4.2        |
| (6) Don't know                                          | 23      | 3.8        | 10.6       |
| (7) Provide more information about SMR                  | 6       | 1.0        | 2.8        |
| Total (Valid: Single-Code)                              | 216     | 35.9       | 100.0      |
| (0) Missing Values                                      | 385     | 64.1       | N/A        |
| Total (Base)                                            | 601     | 100.0      | N/A        |

Over 50% of staff think that by advertising the SMR and raising awareness this will make the SMR more appealing.
6.15: Ethnicity

<table>
<thead>
<tr>
<th>Table 15: Ethnicity (Q15)</th>
<th>Base: All respondents (601)</th>
<th>Frequency (ƒ)</th>
<th>Percentage (%)</th>
<th>Valid (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) White British</td>
<td>361</td>
<td>60.1</td>
<td>61.5</td>
<td></td>
</tr>
<tr>
<td>(2) White English</td>
<td>148</td>
<td>24.6</td>
<td>25.2</td>
<td></td>
</tr>
<tr>
<td>(3) White Irish</td>
<td>7</td>
<td>1.2</td>
<td>1.2</td>
<td></td>
</tr>
<tr>
<td>(4) White Scottish</td>
<td>21</td>
<td>3.5</td>
<td>3.6</td>
<td></td>
</tr>
<tr>
<td>(5) White Welsh</td>
<td>7</td>
<td>1.2</td>
<td>1.2</td>
<td></td>
</tr>
<tr>
<td>(6) Traveller</td>
<td>1</td>
<td>0.2</td>
<td>0.2</td>
<td></td>
</tr>
<tr>
<td>(7) White other</td>
<td>12</td>
<td>2.0</td>
<td>2.0</td>
<td></td>
</tr>
<tr>
<td>(8) Asian</td>
<td>1</td>
<td>0.2</td>
<td>0.2</td>
<td></td>
</tr>
<tr>
<td>(9) Asian British</td>
<td>3</td>
<td>0.5</td>
<td>0.5</td>
<td></td>
</tr>
<tr>
<td>(10) Indian</td>
<td>1</td>
<td>0.2</td>
<td>0.2</td>
<td></td>
</tr>
<tr>
<td>(11) Any other Asian background</td>
<td>2</td>
<td>0.3</td>
<td>0.3</td>
<td></td>
</tr>
<tr>
<td>(12) Black</td>
<td>1</td>
<td>0.2</td>
<td>0.2</td>
<td></td>
</tr>
<tr>
<td>(13) Caribbean</td>
<td>1</td>
<td>0.2</td>
<td>0.2</td>
<td></td>
</tr>
<tr>
<td>(14) African</td>
<td>1</td>
<td>0.2</td>
<td>0.2</td>
<td></td>
</tr>
<tr>
<td>(15) Chinese</td>
<td>1</td>
<td>0.2</td>
<td>0.2</td>
<td></td>
</tr>
<tr>
<td>(16) Mixed White &amp; Black Caribbean</td>
<td>2</td>
<td>0.3</td>
<td>0.3</td>
<td></td>
</tr>
<tr>
<td>(17) Mixed White and Black African</td>
<td>1</td>
<td>0.2</td>
<td>0.2</td>
<td></td>
</tr>
<tr>
<td>(18) Mixed White &amp; Asian</td>
<td>2</td>
<td>0.3</td>
<td>0.3</td>
<td></td>
</tr>
<tr>
<td>(19) Any other Mixed background</td>
<td>6</td>
<td>1.0</td>
<td>1.0</td>
<td></td>
</tr>
<tr>
<td>(20) Other Ethnic group</td>
<td>8</td>
<td>1.3</td>
<td>1.4</td>
<td></td>
</tr>
<tr>
<td>Total (Valid: Single Code)</td>
<td>587</td>
<td>97.7</td>
<td>100.0</td>
<td></td>
</tr>
<tr>
<td>(0) Missing Values</td>
<td>14</td>
<td>2.3</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>Total (Base)</td>
<td>601</td>
<td>200.3</td>
<td>N/A</td>
<td></td>
</tr>
</tbody>
</table>

There is a greater diversity of ethnic groups that have responded to the Surrey County Council staff survey. This mirrors more closely the actual ethnic diversity of Surrey residents that was not identified in the previous two surveys.

6.16: Do you have long term sickness or disability?

<table>
<thead>
<tr>
<th>Table 16: Do you have any long term sickness? (Q16)</th>
<th>Base: All respondents (601)</th>
<th>Frequency (ƒ)</th>
<th>Base (%)</th>
<th>Valid (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) Yes</td>
<td>8</td>
<td>1.3</td>
<td>1.4</td>
<td></td>
</tr>
<tr>
<td>(2) No</td>
<td>575</td>
<td>95.7</td>
<td>98.6</td>
<td></td>
</tr>
<tr>
<td>Total (Valid: Single-Code)</td>
<td>583</td>
<td>97.0</td>
<td>100.0</td>
<td></td>
</tr>
<tr>
<td>(3) Don’t know</td>
<td>3</td>
<td>0.5</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>(0) Missing Values</td>
<td>15</td>
<td>2.5</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>Total (Base)</td>
<td>601</td>
<td>100.0</td>
<td>N/A</td>
<td></td>
</tr>
</tbody>
</table>

Only 1% of those surveyed had long term sickness or a disability.
6.17: How does your disability or long term sickness limit your access?

There were very few comments made here, just that disabled parking and lifts should be provided to improve access for the disabled.

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

<table>
<thead>
<tr>
<th>Base: All respondents (601)</th>
<th>Frequency (f)</th>
<th>Total (%)</th>
<th>Valid (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) Yes</td>
<td>492</td>
<td>81.9</td>
<td>84.4</td>
</tr>
<tr>
<td>(2) No</td>
<td>91</td>
<td>15.1</td>
<td>15.6</td>
</tr>
<tr>
<td>Total (Valid)</td>
<td>583</td>
<td>97.0</td>
<td>100.0</td>
</tr>
<tr>
<td>(0) Missing Values</td>
<td>18</td>
<td>3.0</td>
<td>N/A</td>
</tr>
<tr>
<td>Total (Base)</td>
<td>601</td>
<td>100.0</td>
<td>N/A</td>
</tr>
</tbody>
</table>

84% of all staff surveyed have access to the Internet at home.

6.19: Do you have Broadband?

<table>
<thead>
<tr>
<th>Base: All respondents (601)</th>
<th>Frequency (f)</th>
<th>Total (%)</th>
<th>Valid (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) Yes</td>
<td>248</td>
<td>41.3</td>
<td>45.8</td>
</tr>
<tr>
<td>(2) No</td>
<td>294</td>
<td>48.9</td>
<td>54.2</td>
</tr>
<tr>
<td>Total (Valid)</td>
<td>542</td>
<td>90.2</td>
<td>100.0</td>
</tr>
<tr>
<td>(0) Missing Values</td>
<td>59</td>
<td>9.8</td>
<td>N/A</td>
</tr>
<tr>
<td>Total (Base)</td>
<td>601</td>
<td>100.0</td>
<td>N/A</td>
</tr>
</tbody>
</table>

46% of Surrey CC staff surveyed have Broadband.

6.20: Age Category

<table>
<thead>
<tr>
<th>Base: All respondents (601)</th>
<th>Frequency (f)</th>
<th>Percentage (%)</th>
<th>Valid (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) Under 18 yrs</td>
<td>0</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>(2) 18 - 24 yrs</td>
<td>28</td>
<td>4.7</td>
<td>4.8</td>
</tr>
<tr>
<td>(3) 25 - 34 yrs</td>
<td>103</td>
<td>17.1</td>
<td>17.5</td>
</tr>
<tr>
<td>(4) 35 - 44 yrs</td>
<td>141</td>
<td>23.5</td>
<td>24.0</td>
</tr>
<tr>
<td>(5) 45 - 54 yrs</td>
<td>188</td>
<td>31.3</td>
<td>32.0</td>
</tr>
<tr>
<td>(6) 55 - 64 yrs</td>
<td>122</td>
<td>20.3</td>
<td>20.8</td>
</tr>
<tr>
<td>(7) 65 - 74 yrs</td>
<td>4</td>
<td>0.7</td>
<td>0.7</td>
</tr>
<tr>
<td>(8) 75 +</td>
<td>1</td>
<td>0.2</td>
<td>0.2</td>
</tr>
<tr>
<td>Total (Valid: Single Code)</td>
<td>587</td>
<td>97.7</td>
<td>100.0</td>
</tr>
<tr>
<td>(0) Missing Values</td>
<td>14</td>
<td>2.3</td>
<td>N/A</td>
</tr>
<tr>
<td>Total (Base)</td>
<td>601</td>
<td>100.0</td>
<td>N/A</td>
</tr>
</tbody>
</table>
45 – 54 yr olds is the most widespread age group surveyed amongst Surrey CC staff.

6.21: Gender

Table 21: Gender (Q21)

<table>
<thead>
<tr>
<th>Base: All respondents (601)</th>
<th>Frequency (ƒ)</th>
<th>Total (%)</th>
<th>Valid (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) Male</td>
<td>188</td>
<td>31.3</td>
<td>32.7</td>
</tr>
<tr>
<td>(2) Female</td>
<td>387</td>
<td>64.4</td>
<td>67.3</td>
</tr>
<tr>
<td>Total (Valid)</td>
<td>575</td>
<td>95.7</td>
<td>100.0</td>
</tr>
<tr>
<td>(0) Missing Values</td>
<td>26</td>
<td>4.3</td>
<td>N/A</td>
</tr>
<tr>
<td>Total (Base)</td>
<td>601</td>
<td>100.0</td>
<td>N/A</td>
</tr>
</tbody>
</table>

6.22: Postcodes

The following list shows the frequency (number) of postcodes in the different Surrey postal areas.

1 Bath
1 Brighton
1 Chelmsford
4 Croydon
3 Whyteleafe
3 Caterham
6 Coulsden
3 Kenley
64 Guildford
61 Woking
6 Aldershot
3 Farnborough
6 Camberley
1 Lightwater
2 Bagshot
10 Haslemere
2 Cranleigh
12 Godalming
3 Farnham
3 Esher
4 Cobham
9 Walton on Thames
6 Weybridge
2 West Byfleet
17 Addlestone
7 Chertsey
20 Epsom

64 Kingston on Thames
4 Tadworth
7 Ashtead
21
5 Leatherhead
4 Worchester
3 Kenley
4 South West
17
3 Thames
3 Sunbury on Thames
6 Ditton
3 Thames
6 Chessington
1 Milton
1 North West
4 Mosley
6 East
1 North West
4 Keynes
3 Thames
30 Redhill
2 Crawley
4 Horsham
25 Reigate
17 Dorking
4 Horley
3 Horley
1 Windsor
2 SM1
5 Sutton

www.themarketresearchgroup.co.uk
6.23: Occupation Groupings

<table>
<thead>
<tr>
<th>Base: All respondents (601)</th>
<th>Frequency (f)</th>
<th>Percentage (%)</th>
<th>Valid (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) A</td>
<td>65</td>
<td>10.8</td>
<td>18.0</td>
</tr>
<tr>
<td>(2) B</td>
<td>165</td>
<td>27.5</td>
<td>45.6</td>
</tr>
<tr>
<td>(4) C1</td>
<td>112</td>
<td>18.6</td>
<td>30.9</td>
</tr>
<tr>
<td>(5) C2</td>
<td>14</td>
<td>2.3</td>
<td>3.9</td>
</tr>
<tr>
<td>(5) D</td>
<td>4</td>
<td>0.7</td>
<td>1.1</td>
</tr>
<tr>
<td>(6) E</td>
<td>2</td>
<td>0.3</td>
<td>0.6</td>
</tr>
<tr>
<td>Total (Valid: Single Code)</td>
<td>362</td>
<td>60.2</td>
<td>100.0</td>
</tr>
<tr>
<td>(0) Missing Values</td>
<td>239</td>
<td>39.8</td>
<td>N/A</td>
</tr>
<tr>
<td>Total (Base)</td>
<td>601</td>
<td>100.0</td>
<td>N/A</td>
</tr>
</tbody>
</table>

The above table shows the mix of occupation groupings amongst those Surrey staff that completed the survey. This does not represent the true mix of occupation groups within the Region nor of those Nationally.

6.24: Any other comments

The full list of comments can be found in Appendix 10.15. Generally all comments were very positive with many thinking that on-line access to SMR a great idea but that it needed to be better promoted.
7: Findings – Focus Group Results

7.1: Identified potential user focus group results

The following points are the main issues or ideas raised during the two focus groups that were run with attendees from schools, museums, amenity groups and heritage groups or organisations as potential users of the SMR.

- There is a suspicion of the geology from Internet sites as to how good it is and its worth. There is a concern that people use geological maps don’t understand that they are very general and will lead to false assumptions about a site that could only really be determined by a site visit.
- The Surrey history centre was flagged up as a good example of a user-friendly site.
- The UK data archives however, were sited as an example of a poor site that led to confusion in navigation through the site.
- A general desire for the homepage to be well constructed with a lot of thought being put into navigation through links to and from the home page possibly being tailored for different levels of use i.e. professional, different levels of education or general interest.
- It was also thought that the site would need a general browsing function as well as a specific search facility, however it was thought that the search should not be to precise taking the user into a level of detailed information that may be unsuitable to them.
- A suggestion was made that GIS could be used in a web site to highlight indications of what is thought to be in an area that might not have sufficient evidence to be entered into the SMR.
- There was a concern that Web sites can be frustrating appearing to withhold detailed information about a particular site because the sites creators are afraid people will not visit the site.
- Cornucopia was referred to as a site that had been upgraded and does provide detailed information http://www.cornucopia.org.uk/
- It was thought that one of the problems with sites was the sheer quantity of information and the amount of careful thought and planning required organising it.
- Education was perceived to be major aspect in the use of a web site for all levels of the National curriculum not just for research and higher education purposes.
- An Idea for the Web site to benefit is the ability for local people to look at the data from the SMR and contribute to it if they have local knowledge that is not already contained in the SMR.
- Another concern was whether or not access to information to sites was free as it was thought that it was cheaper to go to the British Library by train to gain access to information than it was to use some sites.
- Another way for people to contribute to a site is to have involvement
with schools in some fashion.

- There are concerns with the data used in some GIS sites as they include modern Geographical data but older data is missing i.e. Ancient monument boundaries.
- If this data is included however it would help reduce information being exchanged that is already known just not displayed, questions were raised about how insight can be obtained as to what information is already on record.
- There were some concerns as to how boundaries would be displayed and whether information would cut off at the county boundary edge, as some sites might cross into another county. There was also a desire for changes in historical boundaries to be reflected in the mapping element of the site so that changes in historical boundaries could be reflected.
- People found that publicly available aerial photographs were very useful and provided a good quantity of information. A question was raised as to whether the photographs could be bought in or requested from another source. The council was stated to be working on digitising studies but it would require a lot of resources.
- A question was put forward as to whether all the information should be in one site or should it act as a hub allowing links to other individual sites which individuals could contribute to.
- An individual made a comment that Multi map was a very effective and free internet application for using maps
- A question was put forward as to whether it was worth creating a link to the Ordinance Survey or if it was possible to acquire all their data.
- It was recognised that a web site could open up information to people who would not otherwise been able to or known how to access it, for example records that are stored in library archives. Linked to this however was a concern that the funding to provide this service was resulting in a diminished level of funding for the protection of the primary data.
- Another issue with access to the information was the question of security as maps could potentially highlight potential targets like fuel pipelines to Gatwick airport.
- The idea of using games for educational purposes was broached while it was agreed that they could be useful as an interactive tool for children, they could sometimes be more about fun and have very little educational value. It was pointed out that most schools in the county had access to technology with some having interactive whiteboards for classes.
- The issue of who would be the most prolific users of the site was raised as to whether it would be educational, commercial or personal users; the general consensus was that it would be most likely to be personal users.
- The issue of who was using the web site raised the issue of ownership of the data and copyright. There were concerns about what would be feasible to download from the site and whether or not the information could be used for commercial uses. A possible
solution suggested to prevent commercial uses of maps was to water mark them with a logo.

- A split-level of access was suggested where general access was free but more detailed information might require a membership fee or a charge.
- There was a question regarding the entering of information into the site if members of the public could contribute as to whether or not it could be reliable, or should the site be restricted to information that is from highly reliable and proven sources. The danger being that if incorrect information is entered it will gain validity by the nature of the site itself.
- A good example of a history site mentioned was the BBC history site which was user friendly and accessible to both adults and children, being able to educate children primarily but as a side effect the adults as well a “ground up” approach to education. It was also pointed out that children are more accessible to using children and can be a mechanism to bring their parents to use a technology that might not have otherwise.
- There were numerous suggestions for links to other sites for all interested groups and organisations including volunteering organisations it was recognised at this point however that it would require an awful lot of links to be in the site.
- One interested user group that was highlighted was tourism with the potential to show tourists attractions they might not ordinarily find or get information on.
- A suggested potential source for funding the site was the heritage lottery fund
- It was pointed out that the ability to layer maps from different periods on top of each other was useful in education and for personal use.
- The ability to be able to gain access to and use “grey literature” which is information like dissertations or reports that is shelved in institutions and not used was highlighted as a potential use of the site.
- From an education perspective there was a desire for children to be able to access the site and be able to find out about their local area, with special emphasis on language to make it child friendly.
- A possible mechanism for education discussed was the use of a chat room but concerns were raised about people with unsavoury attitudes or obsessive personalities might use the room for their own purposes.
- Returning to the point of funding it was suggested that the information on the site is free but more detailed information could be requested at a charge for the amount of time required to obtain and process that information.
- The online information could it was suggested be a synopsis of the more detailed information stored elsewhere.
- A concern was however there was fine balance between how much money to charge and how much it would cost to maintain the site.
- The other main concern with charging everybody to use the site was
that no-body would use it defeating its purpose.

- The issue to charge and how much was assumed likely to be influenced if not determined by central government or the heritage lottery fund.
- A useful function suggested for the site was a question and answer facility to allow local people to enter comments and obtain answers about their local area.
- Another function for the site that could potentially be useful would be a bulletin board for local institutions to flag up what projects they are working on and when they are occurring. Essentially a “what’s on” board for archaeology and history in the county. There were some doubts however as to whether the institutions would be willing to do this as they may feel that some of the information should only be privy to those who pay membership fees to them. This may also extend to the information owned by the institutions only being made available to paying members of the particular body concerned.
- Good if somebody collated what CC SMRs had what type of info. so that there is no repetition
7.2: Exploring Surrey’s Past, focus group results

‘Exploring Surrey’s Past’ was previously been known as ‘Shazam!’ and “SurreyScape” and “the SMR on-line”, and is intended to be a portal through to other historic and local groups websites to bring the exploration of Surrey’s past together in one place.

The main hub of the focus group was to explore what resources the Exploring Surrey Past (ESP) project should include in more detail and how organisations other than the SMR can be involved and encouraged to take part and contribute to the resource.

The following bullet points highlight the main findings of the focus group:-

- The focus group audience was not that impressed with the selection of other on-line SMR websites shown to them
- There was a general agreement that simple navigation of the sites was very important and most of those sites viewed seemed very complex and confusing
- Text on many sites did not have the option to be enlarged and this was considered essential as many of the potential future audiences of the ESP website may be retirees and older generations with failing sight.
- Homepages and front pages of the sites were too fussy and confusing, although some were attractively bright and colourful, thumbnails were considered a useful tool
- The SMR needs to be clearly identified within the ESP website
- Another frustration with the existing websites was their inability to print off text or images in their entirety. This would be important for the ESP website and it should say whether the document is created as a landscape or portrait document
- The Homepage would need to be designed in such a way as to allow access for the different user groups and the different levels of information they may need
- Drop down menus which you could scroll down were considered a good thing on a website for identifying the contents and a means to navigating into the sight
- The ESP website should be installed with a Google style search facility that could be easily operated by people with all levels of IT knowledge
- “Pdf” files that can be downloaded and printed off was thought essential
The site should be able to record where you have been within the site i.e. highlight options that you have already looked at so you know what you have already looked at.

The site could also develop a memory for individuals to take them straight back to the place in the website where they searched last time. Also to update them on information that has been recently added to the site so that individuals don't have to read back through text they have already read.

There needs to be a balance between how much choice you give people in accessing the data and how easy it is to access that data.

The site needs to have a mixture of maps, text, images and photos to meet the needs of the varying audiences.

Lots of links are needed to allow access to more data which also helps promote the site.

The links need to be a portal to access the information in the databases of those different websites rather than going to the actual website.

The site should have one bibliography and a thesaurus of terms.

The site can promote other organisations and small museums. Museums who have little space to display all their collections can send digital files of their artefacts and items that can be shown on the ESP site and then a location map will show researchers where certain objects may be located i.e. a map link to museum address.

Concerns over time to be taken in turning the SMR and the ESP fully online, are there enough resources to do this well? Need to do it bit by bit warning people when to expect each new addition to the website.

The standard of information needs to be of high quality and the data as accurate as possible displaying caveats or disclaimers saying information correct at time of upload etc.

When building the ESP website maybe all the different elements of the County Council and other heritage organisations contributing information to the site can be responsible for writing up their relevant pages to share the burden of the work and the time it takes.

Obvious natural links would be to family history websites and museums and English Heritage and National Trust.

Concerns by focus group audience over authenticity of new data or information contributed onto the website by the general public. Information about authors should be displayed on the website so that
viewers of this data can decide themselves whether the data is of reliable origin or not

- General agreement that the focus group audience did have information they would be willing to donate to the new ESP site and both them and the future ESP website audiences would only benefit from such a service

- It was suggested that the future ESP website audiences would not need physically training to help them use the site but an on line demonstration on how to make the best of the site should be designed or help sheets could be printed off. Actual manual training was considered too costly and a drain on SMR and Council resources

- It was considered that any information requests directed at the ESP or other history related websites generated more data which in turn could be accessed by more people if it was donated by the original owners and placed on the website

- It was agreed by most of the focus group audience that the website should contain a variety of information, different people liked different information formats i.e. text, images, maps, photos and this must all be accessed easily by the different user groups

- The website should have an on-line feedback page or questionnaire to monitor visitors comments opinions or views on the site, this would help amend any problems with the site and improve it

- A glossary of terms would be a good idea

- On-line registration was suggested as a way of monitoring who was visiting the site and what information was being accessed the most.

- There should be a “What's on” page to the site promoting what interesting things are going on within the region i.e. exhibitions at Museums etc.

- Maps are considered to be very important by most of the audience and map layering techniques fascinated most of them. But would Surrey be able to afford to put this kind of technology on either the ESP website or the SMR, also there were concerns about copyright issues.

- There should be the opportunity in the future to build up huge databases of images that people can order colour images with the ability for the site to grow

- The ESP site could benefit other organisations websites by allowing digital downloads of chapters of books etc.

- Over seas Family History researchers can link to local SMRs for more local or specific data i.e. being able to see a picture of the actual street where their relation lived or maybe even a picture of the house
• So the ESP site must have a multiple entry system for researchers

• Promotion of the future site is essential and the general agreement was that physically going to talk to people at other events e.g. Agricultural shows was an excellent way of generating interest and awareness. It is necessary to show the relevance of the information contained within the site to individuals

• Talking to different interest groups in the evenings was also considered time well spent.
8: Audience Development Plan

This section shows how the Audience Development Plan is to be structured. It sets out the objectives that must be achieved in order to establish a successful audience development plan. It draws upon all stages of the audience research.

8.1: Potential audiences and priority audiences

All potential audiences and priority audiences to be targeted were identified through all stages of audience research. These are:-

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

8.2: SMR objectives for the audience development plan

- Inform and educate other Surrey County Council staff about the Conservation Group and the Sites and Monuments Record with a view to promoting the service from within.
- Design different promotional leaflets or information sheets that will show the different user groups how the SMR can be relevant to their needs.
- Translate leaflets and information into languages where appropriate.
- Give talks to other organisations and institutes to encourage interest in the SMR. This should include talks to the ethnic minority organisations where a relevant interest link needs to be established.
- Contact the Rambler Association with a view to linking information form the SMR to their web site.
- Contact History and Geography Teachers in local education institutes with a view to passing on literature about the SMR.
- Consider holding a series of talks and demonstrations at schools and colleges during class time about the SMRs content and how to use it.
- Design an on-line feedback questionnaire for the SMR to monitor the use made of it by different user groups.
- Establish a mission statement that can be used in promotional material.
- Organise a mail shot of this promotional material to all potential new user groups.
• Place a series of adverts within parish magazines in order to reach one of the larger potential audiences in the county, of retired people, and those with time to spend on research into local history or archaeology.

• Maintain the quality of service of the SMR by establishing means of revenue generation, which can in turn help to maintain the SMR. These might include charging visitors to the SMR for assisting them with research, and charging for photocopying and printing.

• Obtain permission to place hyper links for the SMR on like minded or similar websites for example the Council for British Archaeology, Rescue, English Heritage, the Ramblers Association, and other conservation, archives and family history websites etc.

• The National Trust (NT) has one of the largest Historic Environment Records in the U.K. When it becomes available on-line it would be desirable to have a hyperlink on their website.

• It may be appropriate to run travel shows and mobile SMR workshops in conjunction with the local museums and libraries, and local English Heritage and NT properties, to help promote access to heritage information.

8.3: Audience development plan

This section of the report uses the findings of the audience research. The research is placed under the following headings that are taken directly from page 6 of the HLF booklet – Audience Development Plans.

8.3.1: Description of the heritage site, collection or item (the Surrey SMR).

The SMR is a record of all archaeological sites and finds within the administrative county of Surrey. It is the most comprehensive computerised index to Surrey’s heritage. The 5,600 records span the full range of human history from the Palaeolithic to the 20th century and include Neolithic and Bronze Age barrows, Iron Age hill forts, Roman villas, medieval settlements, field systems, industrial sites. The SMR consists of a database, geographical information system (GIS) and an archive of paper and map-based information including OS maps, site specific files, publications and excavation reports. The SMR can answer a wide variety of enquiries using in-built searching facilities and information mapped on the GIS. This enables enquirers to find out information about archaeological sites, artefacts and historic landscapes throughout Surrey.

The SMR database is fully indexed and a wide variety of enquiries can be answered using in-built searching facilities. All of the SMR information is mapped on the GIS and there is a live link between the two software packages.

This combination enables SMR staff to effectively complement text-based searching on the SMR with geographical searches on the GIS and enquirers are able to find out information about archaeological sites and artefacts, buildings and historic landscapes throughout Surrey.
8.3.2: Aims of the heritage site, collection or item (the Surrey SMR).

The United Kingdom benefits from local government and other organisations' maintenance of some of the all-inclusive and comprehensive site and monument records available for study and research anywhere in the world.

In recent years there has been a divergence of improved access to archives across organisational boundaries and this divergence of standards and access arrangements has led to the formulation and implementation of benchmarks for the management and content of SMRs, at a national level. In addition, initiatives such as the English Heritage National Monuments Record Centre and National Trust’s common access agreements have helped to meet the growing demand for historic environment data from a variety of interest groups in mainstream education, specialist clubs and societies, and from individuals pursuing their own specific interests.

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

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

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

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

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

8.3.3: Evidence of the consultation carried out (by the Surrey SMR).

The current audience research was carried out by the MRG. There was no previous research on the SMR undertaken by Surrey County Council.
8.3.4: Analysis of current audiences (of the Surrey SMR).

The audience research carried out by the MRG has identified that there are a variety of audience types currently using the SMR. A full list of user types can be found in Table 7.1.19.

MRG’s research identified that no school children were using the SMR, and very few teachers.

83.3.5: Analysis of the barriers to involvement.

Current research has identified that the main barriers to involvement are lack of knowledge of the very existence of the SMR, a lack of knowledge of its full content and potential for research, and a lack of perception of its relevance to all or any new user groups.

This is particularly evident in the lack of enquiries to the SMR from a wide range of interest groups, including ethnic minority groups resident in Surrey. In this instance, the research has identified that the lack of enquiry is due to the fact that this potential user group has not been informed of the relevance of the SMR to their culture or their areas of interest.

All these factors act as barriers and will need to be addressed. A full analysis of barriers to access to the SMR and its offices can be found in the Access Plan.

8.3.6: Assessment of the potential for audience development.

There is huge potential for increasing audience numbers for the SMR. The two main ways of achieving this are by promoting its existence and by publicising what it contains. This promotion of the service has a dual role in practice, because by informing wider audiences of the SMR’s content, one also improves its chances of enabling audiences to recognise or identify the SMR’s relevance to their own interests, views or cultural identity. The findings of the research into potential new users (detailed in Section 5 & 6) support the premise that residents of Surrey would wish to find out more about the SMR, and indeed would possibly use it in the future.

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

The increased exposure to the subjects of archaeology, history and family history research on TV and in the media may well automatically increase the use of the SMR by the general public. However, to achieve maximum use by the public they must be made aware of the SMR’s existence and encouraged to access its information. In particular, the perception that the SMR can only be used by professionals must be corrected.

8.3.7: Objectives for audience development with priority audiences and measurable targets.
The potential for gaining new audiences for the SMR has been established by the research carried out by the MRG. The following points are objectives which would combine to fulfil this potential.

- Inform and educate Surrey County Council staff about the Conservation Group and the SMR with a view to promoting the service from within.

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

- Translate leaflets and information into other languages where appropriate.

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

- Contact the local archaeological and historical societies, and countryside groups such as the Ramblers Association, with a view to linking information from the SMR to their web sites.

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

- Create information packs designed to specifically target the different user groups i.e. Teacher study aid packs and leaflets translated into different languages for the ethnic minorities in the county.

- Consider holding a series of talks, workshops and demonstrations at schools and colleges during class time about the SMRs content and how to use it.

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

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

- Design an access page on the new SMR website that allows all users to register before they access the SMR. This will allow for the monitoring of user types as well as the type of information they are accessing.
8.3.8: Action Plan to achieve the objectives for each target audience.

The following section is an action plan for each of the targeted audiences that were identified through the audience research.

Architects, builders and land developer/real estate

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

A system for paying which allows such agencies unfettered access to all the information they need must be set up. Different payment options that have already been suggested are the setting up of internet accounts into which you pay monthly for unlimited access or a “pay as you go” system, with log in codes or membership numbers.

Educators within primary, secondary, further and higher institutes

The SMR must link into the national curriculum. The most obvious educational subjects are Geography and History but the teaching of other social and science based subjects would also benefit from the information that could be provided by the SMR.

Again, promotional material must be designed to highlight areas where the SMR can really benefit each subject and must be suited to use by teachers and lecturers as well as by children and young adults.

Amateur historians and amateur archaeologists

Many of these interest groups are already aware of the information within the SMR, but on-line access as well as a greater access to the staff who maintain the SMR, would benefit them enormously. They would also benefit from open forums and talks held by the SMR to further educate them in new or relevant subject areas.

Ideally these amateur groups would pass new information on to the SMR, and perhaps a volunteer system could be set up to help co-ordinate this data transfer.

Professionals working within land based enterprise or conservation

Landscape management and countryside volunteer agencies would benefit from having access to the SMR so that they can build up a picture of how land use has evolved in their area of interest. They need to be contacted and taught how to use the information within the SMR to enhance their Project Management and to help enthuse locals within the area who might then become more involved with local projects.

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

Parish councillors and secretaries

This group includes a mixture of potential user groups, educators, retirees, land owners and local residents, etc. Participants are heavily involved in the dynamics of parish life and routine, and promoting the SMR to this group would have a far reaching affect. In this context, the fact should be emphasised that the SMR can be used to better inform development and other land use and landscape change, as well as to conserve the historic environment.

Ethnic minority groups

The survey results indicated that there was no use of the SMR by any ethnic minority user. Steps must be taken to inform and promote the SMR to such groups by first ascertaining their views and feelings about heritage and culture, and then by establishing and developing relevant links between their views and interests and the content of the SMR. Visits by SMR staff and leaflets translated into relevant languages could highlight these links and publicise the SMR, but the latter would have to be widely distributed if a significant audience is to be developed. The links, once established can be enhanced through community education as well as through the national curriculum. If second and third generation children can integrate more freely with the culture of their adoptive county by studying subjects that include local information within the SMR, then this information may flow back up through the generations.

Land owners - commercial, private and leisure

Promotion of the SMR to these groups could provide revenue for the SMR. Leaflets could promote the ability of The Surrey SMR to provide information on the historic environment and to print off annotated maps detailing archaeological sites, aerial photographs, historic field boundaries and other archaeological and historic land use data, etc. These would be of particularly helpful to farmers drawing up their farm plans for DEFRA’s Countryside Stewardship Schemes.

Landowners could also be encouraged to use information from the SMR to conserve and protect known archaeological sites, or to help develop areas of land for other uses that might benefit archaeological sites of more local interest, or which might benefit the local community.

Children and young adults

See the comments in the section above, which look at educators. Also study packs or on-line demonstrations should be designed and produced to help all users navigate their way around the SMR.
Retirees

See comments covering parish members above.
Others

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

This section shows how the Access plan is to be structured. It sets out the objectives that must be achieved in order to establish a successful access plan. It draws upon all the stages of the audience research.

The following headings are related to page 4 of the HLF booklet – What is an Access Plan? The full Access plan is under section 9.4.

9.1: Summary of barriers to audience access

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

<table>
<thead>
<tr>
<th>Organisational</th>
<th>There is very little promotional material advertising the Conservation Group and many people still believe that data held by County Councils is for internal use only</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physical</td>
<td>The Conservation Group is located within County Hall on the fourth floor. There is limited space for visitors. There are no disabled toilet facilities although there are lifts that provide access to all floors</td>
</tr>
<tr>
<td>Sensory</td>
<td>There is no sign-posting to the SMR within the building. There is very little promotional material for the SMR.</td>
</tr>
<tr>
<td>Intellectual</td>
<td>Data held within the SMR is largely of a technical nature and frequently needs to be explained to laymen</td>
</tr>
<tr>
<td>Social &amp; Cultural</td>
<td>Lack of knowledge of the service and its relevance to all users, particularly those within ethnic minorities, given the lack of promotional leaflets translated into appropriate languages</td>
</tr>
<tr>
<td>Financial</td>
<td>There are not so many financial barriers. Private, non-commercial enquiries are free, other than charges for photocopying costs</td>
</tr>
</tbody>
</table>

9.2: Priorities for increasing audience access

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

- Educate Surrey CC’s internal staff members to promote the service from within.
- Establish contact and links with tourism partners, especially Tourist Information Centres, to promote the use of the SMR to inform visitors of historical and archaeological aspects of the areas they are interested in. This would promote the SMR as a research tool that can add value to holidays and visitors could research aspects of the areas they are interested in.
- If the SMR is to remain in County Hall more space is needed to house its archive, and to improve physical access to its records, maps and photographs.
- Produce leaflets and other promotional material to advertise the SMR and its
content.

- Leaflets should be produced and translated into relevant languages to reduce social and cultural barriers.
- Leaflets must be tailored to different user groups to highlight the relevance of the SMR information to them specifically.
- There is a high level of service currently provided to existing users of the SMR. This service level needs to be maintained, and the reputation of the SMR will thereby grow by word of mouth.
- If possible staff need to be more available to help people with research or give advice when the SMR office facilities are improved.
- Design a simple search facility on the SMR website to allow easy and quick access to all information contained within the SMR. This needs to be designed to cope with complicated enquiries as well as simple ones.
- This ability to search the SMR should cross reference within a multifunction search facility, i.e. people should be able to locate monuments, objects, buildings, maps, photographs and information, via a specific named location, a specific period or date or specific name, and easily obtain all relevant information.
- The improved facilities housing the SMR must have good lighting, disabled access and adequate space, computers, photocopying and printing facilities, plotters and a reference section.
- Links must be established at an early stage with other like minded or relevant websites e.g., the National Trust, family history, national and local archaeology sites and other SMRs.
- The SMR needs to be better promoted to the potentially large retiree audience. They have the time and interest to use the SMR extensively.

9.3: Action plan for improving access.

- Locate improved facilities to house the physical aspects of the SMR archive and appropriate research equipment, including computers, plotters, printers and photocopy machines.
- Write a mission statement for promotional material and widely distribute.
- Design a suitable search facility within the SMR for on-line access.
- Maintain high standards of material within the SMR and check the provenance and accuracy of new data.
- Maximise promotion of the SMR by linking in with all available on-line archives and websites of like minded interest groups.
- Make staff more available to answer queries in the SMR offices and to assist in searches carried out both on-line and in person.
- Identify all possible interest groups and design advertising material to promote all aspects and services provided by the SMR and its staff.
- Make the SMR secure from those who may abuse sensitive data, and reassure landowners affected by the freedom of access to such data.
- Monitor information going into the SMR for libel, or inappropriate references.
- Monitor feedback from all user groups via on-line survey, e-mail survey, or a postal survey using an enquiry form sent to those who still request SMR information remotely rather than by computer.
9.4: Access plan

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

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

The Access Plan is structured following the recommendations and suggestions on pages 4 & 5 of the HLF document - Developing an Access Plan. They are as follows:-

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

Surrey County Council has no formal policy on access, although it complies at corporate level with relevant Acts such as the Disability Discrimination Act (1998) and the Freedom of Information Act (2000). The latter became law (on the 1st January 2005), and Surrey County Council has already made arrangements to ensure full compliance with the Act.

Although the many members of the general public have discovered the Surrey SMR, improvements could be made to ease the process by which potential new users can locate the service. Some new users had difficulty in finding out which County Council departments are likely to hold heritage data.

It was evident from comments made by respondents to the surveys that other staff at Surrey County Council, including its Call Centre staff, need to be better informed about the SMR and its location. This applies to its departmental and physical location, and will also apply to any on-line location, and any other improved facilities it may gain, such as the possible “drop in” centre suggested by some respondents.

There is a lack of understanding apparent in survey responses as to what type of service Surrey SMR provides in terms of speed of response and the nature and depth of information provided. This is evident in the low response rate received regarding questions asking users to rate the scale of charges compared to other SMRs they had used. Better advertising of the SMR services is needed.

Commercial respondents are prepared and accustomed to paying for SMR staff time spent providing SMR information to them. Non-commercial users are much more reluctant to pay for such a service, though if they were made aware of the high quality of data they could receive, they might possibly be more prepared to pay in future. But generally it was considered that charging the general public would act as a strong disincentive to use of the SMR.
9.4.2: Legislation and statutory requirements relating to access including Disability Discrimination Act or building regulations.

To consider the impact of legislation such as the Data Protection Act (1998), and the Freedom of Information Act (2000), which became effective on 1st January 2005, on any of policies to be adopted by the access plan.

The Conservation Group and the SMR comply with all legislation enforced within the County Council, including the Data Protection Act. The SMR records user names and other details, but must ensure that such information is not passed on to third parties without their consent, and, on request, it must inform individuals what personal information about them is held by SMR.

Under the Freedom of Information Act 2000, individuals are given a general right of access to all types of recorded information held by public authorities. From January 2005 any person who makes a request to a public authority for information must be informed whether the public authority holds that information and, subject to exemptions, be supplied with that information.

In order to help everyone gain access to the information they require, the Freedom of Information Act requires all public authorities to adopt and maintain a publication scheme. Surrey County Council has submitted its Publication Scheme annually for approval by the Information Commissioner and its current Scheme is published on its website http://www.surreycc.gov. This sets out the classes of information that it publishes or intends to publish, how the information is made available, and whether it is available free of charge or upon payment. The SMR and the nature of its archive is detailed within the Scheme.

Surrey County Council and County Hall complies with the Disability Discrimination Act at a corporate level. At the Unit level, the SMR offices would be unlikely to comply if assessed as an individual entity. It is therefore recommended that any dedicated room or improved facilities provided for the SMR should comply fully with this Act.

The results of the research showed that access to the SMR affected by Disability was very low. However if access to a bespoke SMR research area was made available then it is likely that more visitors who did suffer from mobility, visual or other sensory disabilities would have a greater opportunity to use this service.

9.4.3: Description of the heritage site including maps, plans and photographs.

Surrey County Council’s Conservation Group, and therefore the SMR, are services provided within the County Council and are not a heritage site.

The SMR is the most comprehensive computerised index to Surrey heritage. The 5,600 records span the full range of human history from the Palaeolithic to the 20th century and include Neolithic and Bronze Age barrows, Iron Age hill forts, Roman villas, medieval settlements, field systems, industrial sites. The SMR consists of a database, geographical information system (GIS) and an archive of paper and map-based information including OS maps, site specific
files, publications and excavation reports. The SMR can answer a wide variety of enquiries using in-built searching facilities and information mapped on the GIS. This enables enquirers to find out information about archaeological sites, artefacts and historic landscapes throughout Surrey.

The SMR database is fully indexed and a wide variety of enquiries can be answered using in-built searching facilities. All of the SMR information is mapped on the GIS and there is a live link between the two software packages.

This combination enables SMR staff to effectively complement text-based searching on the SMR with geographical searches on the GIS and enquirers are able to find out information about archaeological sites and artefacts, buildings and historic landscapes throughout Surrey.

Access to the Surrey’s County Council offices is covered in section 4.4.5. More information on its location, including map and contact details etc. are to be found on the County Council’s website at:- http://www.surreycc.gov

9.4.4: Description of current access arrangements and possible improvements.

A description of the buildings and the current access is discussed in the next section, 4.4.5.

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

Waiting times for receiving information requested from the SMR may need to be reviewed, as some respondents to the SMR user survey were waiting two weeks or more for their information. However, these waiting times rarely relate to commercial requests (except by agreement with the individual company) as these are commonly dealt within a 2-4 working day response time. This rapid response is necessary since any delay in the provision of information may contribute to delays in fieldwork and thereby hold up the local planning process.

There is a definite desire for SMR data to be available on line. Some other SMRs in England provide direct access to their databases, and commercial audiences in particular would benefit from this type of access, both in the speed of access to the information and by the time saved travelling to visit the SMR.

Access to the SMR would be improved significantly if a computer terminal could be provided at libraries and museums throughout the county.

The SMR would benefit significantly if the area currently housing the SMR could be increased in size. This is borne out by the research findings discussed in section 4, where respondents to the survey were asked what other facilities they would like the Surrey SMR to provide and currently there is not the space to do this i.e. to provide more desk space.
Interestingly, a significantly high percentage of respondents thought that a Lecture Series could be offered by the SMR as an additional service. This finding was borne out in subsequent research, and some focus group respondents involved with amateur historical or archaeological societies suggested they would benefit from staff of the SMR attending their evening meetings, or running sessions where people could seek advice or information on finds. These could be run in the format of an Antiques Road show.

Surrey has a high percentage of Internet users including many who already have access to Broadband. BT expect Broadband to be available to all those who want it by the end of 2005, thereby increasing the potential SMR audience still further. The current figures are higher than the national average and this may in part be due to the relatively prosperous and urban nature of the county, as well as, in its more rural areas, to a wish by some residents to lessen any feeling of remoteness by improving their IT access and skills.

Many local education centres and colleges offer very good free courses in computer skills and use of the Internet. Older age groups are also taking up these courses to keep apace with children and grandchildren, for both communication purposes as well as educational purposes.

The majority of those interviewed were already aware of simple map technology like Multi-Map, Mappy and Get Mapping etc for route planning for journeys or to locate an area. If information in the SMR could be located using similar search methods, i.e., by “postcode” or “area name” it would be a familiar search technique, and people would find it easy to search an on line SMR.

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

The following section describes the extent of current access to the Surrey Sites and Monuments Record under the headings identified in the “HLF Access Plan - helping your application, Barriers to access”.

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

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

Appendix 10.21 shows the location of County Hall where the SMR is located.

Organisational barriers

Surrey SMR is located within the Conservation Group, Planning and Countryside department of Surrey County Council on the fourth floor of County Hall in Kingston upon Thames. Visitors have to sign in as a visitor to the County Council at Main Reception from where they are collected by the SMR Officer and taken to the SMR office.
Within the office facilities are limited and although visitors can book an appointment to visit and view supporting information (such as maps and reports) access is generally by post or e-mail. Visitor facilities are limited to one computer terminal and although staff are available to demonstrate how the record works and for assistance when needed, the visitor is left alone to collate their own information most of the time. Frontline staff at County Hall Main Reception and the County Helpline are unable to respond to enquiries, and may know who to pass the enquiry to (i.e. the SMR Officer in the Conservation Group). Problems have occurred in the past with enquirers being referred to the Surrey History Service (based 22 km away in Woking); despite the SMR contact details being displayed on the organisational intranet.

Opening hours are dependant on staff being available to answer enquiries and generally this time will be restricted to between 10am and 4pm. Office space is limited and usually only one visitor at a time can be accommodated. Some information is not available for visitors to extract for themselves. Files are available, but weeding of sensitive (planning related) material by staff is required first. Much of the information is technical in nature and would need some level of explanation by the SMR Officer or other Archaeological Staff.

**Physical barriers**

Access to the SMR office is only possible by one flight of stairs; no lift access exists to the fourth floor. County Hall is an old building with all the access problems that can bring. Disabled visitors are advised to call the security team before their visit to ensure their visit runs as smoothly as possible. An Induction Loop is available in the Council Chamber. There is lift access to three floors and Lift A has tactile buttons and signage, buttons at an accessible level and voice information at each floor. There are accessible toilets. Main reception is on the ground floor and access is through the main entrance of County Hall though two double doors. Lifts are available up to the third floor, where access is subsequently limited to one flight of stairs. No toilets are available on the fourth floor, male and female toilets are available on the third floor, but the nearest disabled access toilet is on the second floor. The Conservation Group has a fire exit. Specifically access to the SMR office involves coming through Main Reception, up three floors in a lift, along a corridor and up a flight of stairs. Total journey of 250m. Should disabled access to the SMR be required, the computer database could be set up on a terminal on a lower floor. However, the related archives are only accessible by stairs.

**Sensory barriers**

As stated, SMR information often needs explaining and interpreting for use by non-archaeologists.
The Conservation Group is not sign-posted within or without County Hall. There is currently no publicity material or leaflets that interpret the data the SMR holds.

**Intellectual barriers**

See sensory barriers. Interpretation is highly specialised, presented in a single format (SMR reports in word (RTF) format).

**Social and cultural barriers**

All of the barriers on Page 8 of the HLF access plans document apply; this is born out by the current research.

**Financial barriers**

The Surrey County Council building is outside the current administrative boundary of Surrey, being within the Greater London Borough of Kingston upon Thames. Access by residents of Surrey is by road (Kingston traffic is notoriously bad) and free parking is not available (Visitor Passes for the car park are limited and dependant on prior notification that a pass is required). The nearest public car park is a multi-storey in the road adjacent to County Hall. Train journeys from the majority of towns in Surrey requires a change at Clapham Junction, and bus routes are limited (see attached leaflet “Getting to County Hall”). Surrey County Council County Hall is far from other Surrey heritage facilities (the Surrey History Centre is in Woking). There is no charge for visiting the SMR office or charge to members of the public for reports sent by post/e-mail. The County Council levies a universal scale of charges for photocopying and printing for visitors. Commercial enquiries which are not conducted by a personal visit to the SMR are charges at £32.90 for staff time; a fee in line with that charged by other SMRs. Tea, coffee and water are free.

**Disability Discrimination Act**

Surrey County Council and County Hall complies with the Act at a corporate level. At the unit level, the SMR office would by unlikely to comply if assessed as an individual entity. Access to SMR facilities specifically is an issue that needs to be addressed as part of the main Heritage Grant application. The current research indicated very few complaints or concerns about access to the Surrey SMR offices affected by disability.
9.4.6: Consultation with a wide range of relevant individuals and interest groups.

This was carried out via the different stages of the audience research including the user survey, the non user survey, the Surrey CC staff survey and focus group consultation, and its findings provided information about the current service provided by the SMR, and about ways to promote the service and its potential by a wider audience.

Overall the Surrey SMR is an excellent and well used service. It already has a significant audience, but this may well increase if more promotion and advertising of the SMR occurs and a greater accessibility is encouraged.

There was however a low response in the survey from the established regular users of the SMR. This group will need to be further researched as these users, many of them professional and commercial users, will have valuable views on what kinds of information or products that Surrey SMR could provide in the future, and about how this information can be presented. This can be achieved by designing an on-line survey form once the SMR is accessible on line.

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

The fact that well over half of those surveyed “maybe” want to find out more about the SMR, indicates the need to promote the service. If people were more aware of what information they can have access to, they may be more predisposed to use the SMR.

If different groups can be educated or advised as to how the SMR is relevant to them, then they may recognise more opportunities when they might use it. Unfortunately no representative of any ethnic organisation was available to attend the focus groups but previous research in this field has identified the need to show such organisations what is in the SMR, to demonstrate how it may help them, and to emphasize that there is free access to the information.

Better connections need to be made between the SMR, and the National Curriculum in Schools, as well to courses run by Higher Education and Further Education establishments, since the SMR would be hugely beneficial to students as well as to teachers and lecturers as a teaching/educational tool. Students at Further Educational establishments do not have the same financial assistance as those at Higher Educational ones, and so free access to a GIS system through the Surrey SMR would have increased importance.

Libraries and museums can play a greater role in promoting the SMR and in allowing the public to access the SMR through computers etc. in their public areas. These are ideal locations for the SMR for those who still prefer to use traditional methods of research, but who may well learn to use them in tandem with carrying out Internet searches on line.
It was very evident from both focus groups that the vast majority of individuals are happy using computers and the Internet to do research, as it is instant and readily accessible to the vast majority at home. This finding related to all age groups including the more mature individuals.

Land developers and architects etc. mostly use “Pro Map” for their Land/Site research. Previous research suggests that it is not 100% accurate for measuring building dimensions and exact locations of buildings. However most find its navigation and search methods easy to use, so Surrey’s on line SMR could use a similar set up.

When showed how multi layering of aerial photographs and archaeological and other data, on to OS maps worked many focus group attendees were fascinated. Most had not been aware previously that this sort of technology was available at all, or could be available to non commercial users of the SMR. Most saw it as a great way to do research, and a very visual technique for displaying information or doing presentations etc.

Many parish groups were already researching local history (often as part of Millennium Books or modern day Doomsday books) and saw great advantages in being able to pass on local/unique history and stories to the SMR. It could become a great resource for anybody wanting to write a book on local events or history.

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

9.4.7: Priorities for improving access

The two most striking points to come out of the Audience Research are that there is a very large audience in Surrey who wish to be able to access the heritage data in the SMR maintained by Surrey County Council. The second point is that very few people even know the SMR exists, know what it is, or know what it contains.

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

Respondents are very keen to have physical access to the heritage data held by the SMR and if better facilities were provided, a strong case can be argued that more and better use of the SMR’s physical offices would be made. Photocopy facilities, proper desk space to work in, and staff available to help users’ research are all valued facilities.

The majority of regular users of the SMR were aware of much of the data and
information held within it, but they did not always know just how extensive this data could be. These materials would also have even greater relevance and use if people who have not as yet used the SMR are made aware of them. This was borne out by the research into, where many who had little or no knowledge of the SMR wanted to find out more about it, and said they were likely to use the service in the future.

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

Of the 70% of respondents who had not heard of the SMR 90% said they would like to use the service in the future. The research has potentially increased the SMR audience merely by informing new or potential users of its existence.

As the Internet is available in well over 80% of the homes of survey respondents, and in 60% of work places it is not surprising that a third of requests for SMR information are now made by e-mail. Over a third also make requests by phone. However postal and fax request procedures are still essential as many respondents, including some commercial users, still prefer more traditional or formal mechanisms of enquiry, and others may not wish to embrace the Internet.

There is a strong case for designing proforma tables which SMR users can use to feed local knowledge back to the SMR, and over half of its users would be keen to do this. This response reflects the wealth of local knowledge that exists that should be recorded by the SMR while it is still available, and the information in itself provides a SMR product that could be enormous use to younger generations and school children. The range of heritage data held in the SMR would constantly increase, and links could be more easily drawn between it and other related areas such as industrial, economic and social data.

The staff of the Conservation Group are a valuable resource, and SMR users would like better access to their knowledge and advice. Perhaps a timetable can be set up to allow greater access to the staff by the general public, through talks given to individual heritage clubs and societies, and also to schools and colleges. This service would benefit school children studying courses such as History and Geography, and help them to make better use of the wide range of other social, industrial and environmental data they have to study.

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

Very few respondents had any difficulty accessing the SMR as a result of any disability. However disabled access is a significant factor in the design of any improvements to or expansion of the SMR offices in future. Lighting and seating arrangements are also important.
9.4.8: Strategy for putting access improvements in place.

It is quite amazing that many staff within the County Council itself are not aware of the important service it provides. 43% of Surrey CC staff did not know there was a Conservation Group and 74% had not heard of the Surrey SMR. County Council staff could be trained in promoting their services better, and promoting the SMR effectively should be one of the first actions to be implemented in a strategy for improving access to the SMR, both physically and remotely.

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

Until the location and nature of any improved SMR facilities is decided it is not possible to suggest any accurate financial costs. However, it is likely that one extra full time member of staff would be needed to run any enhanced SMR facilities, and to provide lectures, outreach and other new services.

The Market Research Group has identified from its research that improved office facilities, or a drop in type centre, would benefit both existing and new SMR users. Within these facilities there is a need to provide access to a full range of equipment including computers, printers, plotters, photocopiers, CD Rom and the Internet, with staff on hand to assist with information searches and queries. Charges for printing and photocopying documents, maps and photographs should be set at rates that can help to maintain and support the facility.

Time and money will need to put aside to provide teaching materials for schools, these would be themed packs or themed information appropriate to the different years of study for children. This could be provided on CD as well as hard copy.

9.4.10: Putting the access plan into practice

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

New promotional material must be designed to highlight the SMR and its potential uses to existing and potential users.

The nature and location of the improved SMR facilities need to be confirmed.

Some attending the focus groups identified a need for the Surrey SMR to provide better access to hard copies of database records, and to background archive held within the SMR (reports, maps, plans, photographs, etc.), in addition to providing efficient on line access. Again, an expanded office or drop in centre might provide for the needs of those wanting to look at the database, and at reports and other SMR archive, and would be a positive step. Any charges levied for facilities such as photocopying could be used as a small source of revenue to help maintain the SMR.
9.4.11: Monitoring and evaluation arrangements.

Monitoring can cover many elements of the SMR, including, for example, the use of an on-line SMR site for genuine research, and the protection of such a site from abuse by those who wish to make a financial gain.

Among several other concerns that need to be addressed are the accuracy of the content of the SMR database, and the speed and regularity of updates made to it. Should the SMR charge both commercial agencies and companies and non commercial individuals for access to its on-line databases then the need to provide up to date and accurate information in them is arguably even greater. Time and money must be spent to ensure that sufficient staff are employed to maintain the SMR to a high standard.

Other concerns expressed were the possible increase in trespassing as a direct result of improved access to sensitive data relating to what may be private land. Landowners may also have concerns about trespass on, and damage to their land through increased metal detection activity, if precise locations of unique archaeological artefacts are made public.

Once the SMR has become accessible via the Internet, it will be appropriate to monitor the range of users and to design appropriate levels of registration based on the level of information required. In addition, on line feedback questionnaires should be designed that would pop up immediately after someone has visited the SMR website. The information gained will indicate who is using the site and for what reasons, pinpoint new users, and track whether overall use of the site is growing. These mechanisms will allow the SMR both to protect the site from abuse, and to monitor levels of use of the SMR.

9.4.12: Where the organisation is now

The research undertaken by the Market Research Group indicates heightened interest from the general public in the SMR.

The Surrey SMR is an excellent and well used service, with an already significant audience. The Conservation Group now needs to move forward and promote and develop the SMR to allow broadened and full access to its service, both physically and remotely.
10: Appendix

10.1: Surrey SMR user questionnaire

Surrey Sites and Monuments Records Research

Our records show that you have used the Surrey Sites and Monuments Record (SMR) between 1997 and 2004. We are currently undertaking a project supported by the Heritage Lottery Fund to examine the SMR's users and develop the services that it offers. The Market Research Group have developed this questionnaire to help us do this and we would be very grateful if you could answer the following questions. The results will help us to improve the way we deal with enquiries and also help us decide on how we might develop our services in the future.

Q1 How did you find out about us?
- Council office
- Museum
- Surrey History Centre
- Surrey County Council website
- Internet website (please state which)
- Local society (please give details)
- Local press or media
- Word of mouth
- College or School
- *Other (please give details)
- Internet website
- *Local society
- *Other

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

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

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

Q5 Thinking about the last time you used the SMR, how did you access the information?
- Visit to SMR office
- Postal request
- E-mail request
- Phone request
- *Other (please specify)
- *Other

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

Helpfulness of staff
Range of info. in the SMR
Accessibility of SMR
Waiting times for info.
Standard of resources
Accessibility of resources
Booking availability
Space to work
Q7 Are there any other comments you would like to make regarding your most recent use of the SMR?

Q8 Was your enquiry of a commercial nature?
   Yes ............................................................... [ ]
   No ............................................................ [ ]

Q9 If your enquiry was a commercial enquiry, how do our scale of charges compare with other SMR offices?
   For the standard service, (responses usually within two weeks)
   Less expensive  [ ]  About the same  [ ]  Expensive  [ ]

Q10 Have you ever used any other SMR's?
    Yes ............................................................... [ ]
    No ............................................................ [ ]

Q11 If "Yes", where?

Q12 Were there any aspects of these other SMR's that you would like Surrey to provide?

Q13 How long was it before we dealt with your most recent enquiry?
    Immediately .................................................. [ ]
    2-4 days ..................................................... [ ]
    1 week ..................................................... [ ]
    2 weeks ..................................................... [ ]
    More than 2 weeks ....................................... [ ]

Q14 Did the information we sent answer your enquiry adequately?
   Yes ............................................................... [ ]
   No ............................................................ [ ]

Q15 If "No", please can you give a reason for this?

Q16 What format of information did you obtain in response to your last enquiry? (e.g. printouts, photocopies, articles, etc.)

Q17 Was the information we sent in a format that was helpful to you?
   Yes ............................................................... [ ]
   No ............................................................ [ ]

Q18 If "No", please can you give a reason for this?

Q19 Was the information you received (please tick only one):
   A lot better than expected (please specify) .......... [ ]
   Better than expected ...................................... [ ]
   As expected .................................................. [ ]
   Worse than expected .................................... [ ]
   Far worse than expected (please specify) ........... [ ]

   If you ticked "A lot better than expected" or "Far worse than expected", please can you give a reason for this?
### Q20
In what capacity were you accessing information from the SMR? As a.... (please tick the most appropriate)

<table>
<thead>
<tr>
<th>Capacity</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teacher/Lecturer</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Amateur archaeologist/historian</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Professional archaeologist/historian</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commercial archaeologist/historian</td>
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<tr>
<td>Land/Building Developer</td>
<td></td>
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<tr>
<td>Journalist</td>
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<td></td>
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<tr>
<td>Scientist/Environmentalist</td>
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<tr>
<td>Civil Servant</td>
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<tr>
<td>School Pupil</td>
<td></td>
<td></td>
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<tr>
<td>Student</td>
<td></td>
<td></td>
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<tr>
<td>Interested member of public</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other (please specify)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Q21
If all of the following were available which would be YOUR preferred method of access to the SMR

<table>
<thead>
<tr>
<th>Method of Access</th>
<th>Most preferred</th>
<th>Preferred</th>
<th>OK</th>
<th>Least preferred</th>
<th>Undesired</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access to the SMR through the internet</td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>SMIR information sent by mail to you</td>
<td></td>
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<tr>
<td>Information sent by you by e-mail</td>
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<tr>
<td>An SMIR research centre where you could research your own enquiry</td>
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<tr>
<td>Access to the SMR from another establishment (eg county record office or library)</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Access to archaeological advice from our staff</td>
<td></td>
<td></td>
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<tr>
<td>Leaflets/publications on the local archaeology</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Other (please specify)</td>
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</tr>
</tbody>
</table>

### Q22
Do you have children or do you work with children who may access the SMR?

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tbody>
</table>

### Q23
If all of the following were available which would be a CHILD’S preferred method of access to the SMR (please tick once against each option)

<table>
<thead>
<tr>
<th>Method of Access</th>
<th>Most preferred</th>
<th>Preferred</th>
<th>OK</th>
<th>Least preferred</th>
<th>Undesired</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access to the SMR through the internet</td>
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<tr>
<td>SMIR information sent by mail to you</td>
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<tr>
<td>Information sent by you by e-mail</td>
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</tr>
<tr>
<td>An SMIR research centre where you could research your own enquiry</td>
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<tr>
<td>Access to the SMR from another establishment (eg county record office or library)</td>
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<tr>
<td>Access to archaeological advice from our staff</td>
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</tr>
<tr>
<td>Leaflets/publications on the local archaeology</td>
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<td></td>
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</tr>
<tr>
<td>Other (please specify)</td>
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<td></td>
</tr>
</tbody>
</table>

Other
Q24 If you were to visit the SMR offices what facilities would you like to see provided there? (please tick all that apply)
- Computers
- Internet
- Microfiche machine
- CD Rom
- Reference books/leaflets
- Photocopy facilities
- E-mail
- Desk space to work
- Staff to help research
- Other (please specify)

Q25 Are you aware that we hold the following material?
- PPG 16 generated reports (grey literature)
- Historic OS maps
- Aerial Photographs
- Historic photos of buildings
- Published sources of local information

Q26 Which of the following would have been useful for you? (please tick all that apply)
- PPG 16 reports (grey literature)
- Historic OS maps
- Aerial photographs
- Historic photos of buildings
- Published sources of local information

Q27 Would you in future like to be able to feed information directly into the SMR?
- Yes
- No

Q28 If "Yes", by which of the following methods would you prefer to pass on the information to us?
- E-mail
- On-line form (Internet)
- By post
- By phone
- Other (please specify)

Q29 Would you be prepared to pay for access to the information we hold on our SMR in the future?
- Yes
- No

Q30 If "Yes", how much would you be prepared to pay for each request? £

Q31 How important do you think it is for the SMR to offer any of the following?
- Exhibitions
- Displays
- Interactive displays
- Events
- Lecture Series
- Other (please specify)

Other
<table>
<thead>
<tr>
<th>Question</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q22</td>
<td>Do you have access to the Internet? (please tick all that apply)</td>
</tr>
<tr>
<td>At home</td>
<td></td>
</tr>
<tr>
<td>At work</td>
<td></td>
</tr>
<tr>
<td>At school/College/University</td>
<td></td>
</tr>
<tr>
<td>At the library</td>
<td></td>
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<tr>
<td>At an Internet Cafe</td>
<td></td>
</tr>
<tr>
<td>No Access</td>
<td></td>
</tr>
<tr>
<td>Q33</td>
<td>May we ask which age category you fall into?</td>
</tr>
<tr>
<td>Under 16 yrs</td>
<td></td>
</tr>
<tr>
<td>16-24 yrs</td>
<td></td>
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<tr>
<td>25-34 yrs</td>
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<tr>
<td>35-44 yrs</td>
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<tr>
<td>45-54 yrs</td>
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<tr>
<td>55-64 yrs</td>
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<tr>
<td>65-74 yrs</td>
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<tr>
<td>75+ yrs</td>
<td></td>
</tr>
<tr>
<td>Q34</td>
<td>May we ask your gender?</td>
</tr>
<tr>
<td>Male</td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td></td>
</tr>
<tr>
<td>Q35</td>
<td>What is your postcode?</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Q36</td>
<td>Have you completed your full-time education?</td>
</tr>
<tr>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>No</td>
<td></td>
</tr>
<tr>
<td>Q37</td>
<td>At what type of educational establishment are you currently studying? (please name the establishment)</td>
</tr>
<tr>
<td>School (please name)</td>
<td></td>
</tr>
<tr>
<td>*College or other form college (please name)</td>
<td></td>
</tr>
<tr>
<td>University (please name)</td>
<td></td>
</tr>
<tr>
<td>Adult Learning Centre/Centre for life learning (please name)</td>
<td></td>
</tr>
<tr>
<td>Post graduate (please name)</td>
<td></td>
</tr>
<tr>
<td>*Other (please specify)</td>
<td></td>
</tr>
<tr>
<td>Q38</td>
<td>What is the highest level of educational qualification you have achieved? (If overseas qualification please specify which below)</td>
</tr>
<tr>
<td>No qualifications</td>
<td></td>
</tr>
<tr>
<td>School certificate</td>
<td></td>
</tr>
<tr>
<td>GCSE or equivalent</td>
<td></td>
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<tr>
<td>ASA level or equivalent</td>
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<tr>
<td>BTEC/SVQ/VQ’s</td>
<td></td>
</tr>
<tr>
<td>HND/Diploma</td>
<td></td>
</tr>
<tr>
<td>First degree (BA/BSc) or equivalent</td>
<td></td>
</tr>
<tr>
<td>Masters degree (MA/MSc)</td>
<td></td>
</tr>
<tr>
<td>PhD or equivalent</td>
<td></td>
</tr>
<tr>
<td>*Other (please write below)</td>
<td></td>
</tr>
<tr>
<td>*please specify</td>
<td></td>
</tr>
<tr>
<td>Q39 To which of these ethnic groups do you consider you belong?</td>
<td></td>
</tr>
<tr>
<td>---------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>White British ....... Black Scottish .......</td>
<td></td>
</tr>
<tr>
<td>White English ...... Black Welsh .......</td>
<td></td>
</tr>
<tr>
<td>White Irish ......... Caribbean .......</td>
<td></td>
</tr>
<tr>
<td>White Scottish ...... African .......</td>
<td></td>
</tr>
<tr>
<td>White Welsh ......... Any other Black background (please specify)</td>
<td></td>
</tr>
<tr>
<td>Gypsy, Roma and Irish traveller) ........... Chinese .......</td>
<td></td>
</tr>
<tr>
<td>White other (please specify) .................. Chinese British .......</td>
<td></td>
</tr>
<tr>
<td>Asian ................ Chinese English .......</td>
<td></td>
</tr>
<tr>
<td>Asian British ........ Chinese Scottish .......</td>
<td></td>
</tr>
<tr>
<td>Asian English .......... Chinese Welsh .......</td>
<td></td>
</tr>
<tr>
<td>Asian Irish ............ Chinese Irish .......</td>
<td></td>
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<tr>
<td>Asian Scottish ........ Any other Chinese background (please specify)</td>
<td></td>
</tr>
<tr>
<td>Asian Welsh ............ Mixed White and Black Caribbean .......</td>
<td></td>
</tr>
<tr>
<td>Bangladesh ............. Mixed White and Black African .......</td>
<td></td>
</tr>
<tr>
<td>Indian ................ Mixed White and Asian ..........</td>
<td></td>
</tr>
<tr>
<td>Pakistani ............... Mixed White and Asian ..........</td>
<td></td>
</tr>
<tr>
<td>Any other Asian background (please specify) .................. Any other Mixed background (please specify)</td>
<td></td>
</tr>
<tr>
<td>Black ................ *Other Ethnic Group (please specify)</td>
<td></td>
</tr>
<tr>
<td>Black British ......... *Other Ethnic Group (please specify)</td>
<td></td>
</tr>
<tr>
<td>Black English ......... *Other Ethnic Group (please specify)</td>
<td></td>
</tr>
<tr>
<td>Black Irish ............ *Other Ethnic Group (please specify)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Q41 Do you have any long-term illness, health problems or disability, including problems which are due to old age that affect your ability to access information from the SMR?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes ...........................................................................................................................................................................................................</td>
</tr>
<tr>
<td>No ...........................................................................................................................................................................................................</td>
</tr>
<tr>
<td>Don't know ................................................................................................................................................................................................</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Q42 If &quot;Yes&quot;, please state how this limits your access?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Q43 Please state the occupation or job title of the main wage earner or head of your Household. If they have &quot;retired&quot; or are not working for any reason please specify their last main job.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Q44 Please include any other comments you may have below</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

Q40 Please name any appropriate clubs or societies you are affiliated with that might find our records useful.

Thank You Very Much For Your Help
10.2: Surrey SMR non user questionnaire.

Surrey County Council Sites and Monuments Record questionnaire

We are currently undertaking a project supported by the Heritage Lottery Fund to improve the service offered by the Surrey Sites and Monuments Record (SMR). Please see SMR Leaflet attached. As part of the HLF-funded project we are contacting a sample of existing and potential future users. We are trying to find out if people are aware of our service and who potential new users might be. The Market Research Group have developed this questionnaire to help us do this and we would be very grateful if you could answer the following questions.

Finding out about us

Q1 Did you know that the County Council has a Conservation Group?
   Yes ......................................................... No .........................................................

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

If "No", please read the attached SMR leaflet

Q3 Have you heard of the Surrey County Council SMR?
   Yes ......................................................... Go to Q4
   No ......................................................... Go to Q6

Q4 If "Yes", where did you hear about it?
   Council Offices ........................................... Museum ..............................................
   Surrey County Records Office ....................... Local press or media ..............................
   Surrey CC Website ..................................... Word of mouth .................................
   Internet Website * (please state which) ............. College or School ............................
   Other* (please give details) ..........................

Q5 Have you used the Surrey SMR service?
   Yes ......................................................... Go to 7
   No ......................................................... Go to 6

Q6 Would you like to find out more about the information contained within the SMR?
   Yes ......................................................... Go to Q7
   Maybe .................................................... Go to Q7
   No ......................................................... Go to Q9
Q7 Would you use the SMR in future?
   Yes [ ] Go to Q8
   No [ ] Go to Q9
   Maybe [ ] Go to Q8

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

Q9 If "No" please can you give some reason for this?

Q10 Would you be interested in on-line access to the SMR?
    Yes [ ] Go to Q11
    No [ ] Go to Q12

Q11 If "Yes", what would you like to see included in an on-line heritage resource, in addition to the basic SMR information? Please tick all that apply.
   Bespoke searches (e.g. chosen from drop-down lists of categories) [ ]
   "Ready made" searches (e.g. castles in Surrey, Roman Villas etc.) [ ]
   Explanations of monument types (e.g. barrows, hillforts, etc.) [ ]
   Explanations of historic periods (e.g. Mesolithic, Iron age, etc.) [ ]
   Explanations of archaeological techniques (e.g. fieldwork, finds recording, etc.) [ ]
   In-depth information/essays on specific Surrey related topics and sites (e.g. Stone Age, Surrey, History of Brooklands race track, individual boroughs, etc.) [ ]
   Information on sites open to the public [ ]
   Interactive games with educational contexts [ ]
   Other interactive games [ ]
   GIS maps to search from [ ]
   GIS maps showing overlays by category (e.g. period or monument type) [ ]
   Relevant photographs [ ]
   Ability to search related archives from the website (e.g. museum objects, art, natural history and geological specimens) [ ]
   Local knowledge and oral history stories [ ]

Q12 If "No", please could you give some reason for this?

Q13 Would you be interested in other SMR outreach activities? (Please tick all that apply)
   Travelling exhibitions of SMR information (e.g. in libraries, museums, town centres and other community locations) [ ]
   Workshops on how to use the website (in libraries etc.) [ ]
   Leaflets about specific periods, monuments and boroughs in Surrey [ ]
   Teachers' resource packs linking SMR information to Key Stage curriculum areas [ ]
   Information and interpretation boards at areas of historic and archaeological significance throughout Surrey [ ]
   Contributing information to the SMR e.g. photos, family history, local knowledge [ ]
Q14 How else could we make the Surrey SMR appealing to the general public and increase public knowledge of the SMR?

Some information about yourself

Q15 To which of these ethnic groups do you consider you belong?

- White British
- White English
- White Irish
- White Scottish
- White Welsh
- Traveller (inc Gypsy, Roma and Irish traveller)
- White other (please specify)
- Asian
- Asian British
- Asian English
- Asian Irish
- Asian Scottish
- Asian Welsh
- Bangladeshi
- Indian
- Pakistani
- Any other Asian background (please specify)
- Black
- Black British
- Any other Black background (please specify)
- Chinese
- Chinese British
- Chinese English
- Chinese Irish
- Chinese Scottish
- Chinese Welsh
- Any other Chinese background (please specify)
- Mixed White and Black Caribbean
- Mixed White and Black African
- Mixed White and Asian
- Any other Mixed background (please specify)
- *Other Ethnic Group (please specify)

Q16 Do you have access to the Internet at home?

Yes
No

Q17 Do you have Broad band at home?

Yes
No
Q18 May we ask which age category you fall into?
Under 18yrs ......................................................... ☐ 45-54yrs .......................................................... ☐
18-24yrs ............................................................. ☐ 55-64yrs .......................................................... ☐
25-34yrs ............................................................. ☐ 65-74yrs .......................................................... ☐
35-44yrs ............................................................. ☐ 75yrs .............................................................. ☐

Q19 May we ask your gender?
Male ..................................................................... ☐ Female ............................................................. ☐

Q20 What is the first part your postcode?
Postcode ................................................................

Q21 Please state your occupation or job title.

Q22 Please include any other comments you may have below

Thank You Very Much For Your Help

If you are interested in being contacted for taking part in a focus group about the Surrey SMR and how it maybe useful to you or your family and friends in the future, then please complete your contact details below.

Name ............................................................... 
Address ................................................................ 
Telephone ........................................................ 
E-mail address ....................................................

Your details will be held securely by The Market Research Group (MRG) at Bournemouth University for the purposes of contacting you with information about future surveys or focus groups for the Surrey SMR and will not be made available to any third party. MRG will be the Data Controller. Should you wish your details to be removed from the database this will be done immediately on request (please contact Nicky Johnston 01202 503887 or njohnston@bournemouth.ac.uk).
10.3: Type of information received.

- Electronic info
  - All
  - Articles, reports, printouts
  - Digital, via email.
  - Email of printouts and some GIS maps showing find locations
  - Emailed list for sites in Spelthorne Borough
  - Emailed printout
  - Emailed printout and maps
  - GIS
  - Hard copy
- I use the SMR database myself to access the information I want. Before I used the SMR here myself I asked the SMR officer to do a printout for me for educational purposes and she sent it very quickly.
- I worked through the cards on my own
- Information abstracted from SMR computer database
- Leaflet
- Letter
- List of Windmills sites and printout
- My own notes & photocopies
- Newspaper articles
- Notes taken from index cards, maps & site reports as not all on database
- Paper: map extract and print-out
- Photocopied articles, maps
- Photocopied article and printout
- Photocopied articles & printouts
- Photocopied articles, survey maps and photos.
- Photocopied info & notes
- Photocopies and photos
- Photocopies and printouts
- Photocopies of maps & printed information
- Photocopy and hard copy to read
- Photocopy of article
- Print out email
- Printouts & photocopies
- Printouts and Aerial Photo Prints
- Printouts and Photocopies
- Printouts and photocopy articles
- Printouts of individual SMR records/entries
- Printouts of long reports plus GIS map - I then followed up Bibliography references in the files
- Printouts photocopies of maps and aerial photos
- Printouts reports maps
- Printouts, copies of maps
- Printouts, photocopied articles, digital images
- Prints of Maps, photocopies of articles and other info
- Various files of reports/articles/books
- Verbal
- Word file sent by e-mail
- Written reply on proforma sent with request
10.4: SMR User Postcodes

1 B5 3 GU21 1 KT17 1 RH1
1 BD24 1 GU22 2 KT20 1 RH4
1 BN7 1 GU25 2 KT22 1 RH6
1 BS1 1 GU26 1 KT4 1 SE1
1 BS6 1 GU28 1 KT8 1 SM2
1 BT7 1 GU3 1 LE17 3 SM7
1 CH44 1 GU4 1 LE65 1 SO14
1 CR0 2 GU46 1 MK41 1 SO50
1 CR2 1 GU5 2 N1 1 SO51
2 CR3 2 GU6 1 NR32 1 SP4
1 CR8 2 GU7 1 OX1 1 ST17
2 EC1 2 GU8 1 OX33 1 SW19
2 EX16 2 GU9 1 PL8 1 SW1E
2 GU1 1 KT8 1 PO4 1 TN27
2 GU12 1 KT1 3 RG1 2 TW15
2 GU14 1 KT12 1 RG21 1 TW18
1 GU16 1 KT13 1 RG22 1 TW2
1 GU2 2 KT15 1 RG7 1 WD18

10.5: Suggested purposes for using the information contained within the SMR (non users)

- In course of work - dealing with information enquiries & local community
- For exhibition.
- Tracing the history of written parish as the encapsulated villages.
- Local history.
- Planning advice.
- Archaeological answering, research.
- The acquire knowledge of the history of particular sites within the parish.
- Personal research or to inform others at Horley local research.
- Personal interest.
- Local history, educational planning.
- Any local request into local sites.
- Site research, local history info for publication.
- To get ideas for lecturers and visits for my local history society.
- Commenting on listed building consent applications.
- I work on the history of the landscape on two levels; Nuffield parish.
  Surrey, Kent on the divisions between the king's wood and the Cearl's Wood.
- When giving talks to children about history sites in their area, i.e. Mole Valley.
- To find out particular items of information about where I live Headley.
- For clerk enquiries.
- For personal interest.
- If current project involved an archaeological site.
- Looking up Elmbridge stuff online.
- Educational purposes.
- Advertise at libraries.
- Professional to ensure that my workplace. Personal to find out about sites of interest to my family.
- Enquiry purposes.
- In response to planning applications local history.
- OS maps, excavation reports, site specific files on the database and (GIS).
- I am a contributor to the SMR.
- Effective local and website information.
- Personal interest.
- To find out more about a place I am visiting.
- In relevance to archaeological properties of all types.
- Possibility excavation work released to civil engineers.
- We are a 'face to face' service for the Farnham area regarding tourism services.
- Support local history studies in and around Newdigate.
- For public information
- With local history society colleagues, or personally, to research, in conjunction with other methods, the history of the local area own and surrounding parishes also in view of q13 family history research
- Education interest for visiting general knowledge of where we live and its history
- Information needed by Parish Council
- Education & evaluation
- Researching local history, and responding to enquiries from the public
- Unsure, however as a borough councillor I presume there would be a relevant use
- Very occasionally ( once in every few years) in connection with Guildford Society activities
- As a village society we are interested in the history of Mayford mentioned in the Doomsday book
- Village history & knowledge planning
- Local Queries and information relating to planning applications
- To check whether there is a monument on a particular site
- Researching West Surrey sites
- Checking threat to local buildings in the area and possible walks organised by Woby History Society to interesting places
- Planning
- To make people better informed of the work of SMR.
- Tracing local history on development of Horley area.
- Information for our society - Staines town society.
- Researching sites for architectural projects
- Research history of Wimbledon.
- Research and conservation - especially with reference to mines, quarries, lime works, civil engineering structures etc.
- Informing developers, local residents interested in history and colleagues in development control.
Burials
Research and understanding about sites.
Historical research
To appose planning applications and gather more information about the area.
As a source of research into aspects of local areas affected by development, agriculture and conservation needs.
Local and county historical facts.
To ascertain whether planning / development proposals, land implications for the history / archaeology of Hambledon.
Writing of site management plans or if carrying out work that could damage archaeological remains.
To answer customers enquiries
Interest and a possible visit.
It would flag potential problems with the planning dept.
Planning applications, background info.
Property and site histories.
Writing on local history
Use of sites that could have caused items to be contaminated.
When organising a visit to a place of interest in surrey for members of the national trust west surrey centre.
If became relevant to my job.
To find out interesting info about places I pass in walks and cycle rides in surrey, also possible quizzes I organise.
To advise committee members and villagers.
Professional architectural practice - using data in relation to development sites.
School projects
Developing policies for our local development framework, providing info about local monuments.
Possible enquires, interest of our members.
Initial site appraisal / analysis.
Reference to entries in the SMR.
To assist with the conservation management of the Banstead commons. We maintain several heritage sites.
Checking local sites, campaigning for proper funding for Spelthorne museum.
Checking development sites for archaeological remains, recreational use.
Local council office - useful info for customers / areas where they can obtain info from.
Answering some local history enquiries.
Research for restoration
Archaeological / historical research, personal and Ottershaw society records.
To help customers with access to this information.
Historical research
In relation to planning applications and listed building application involving historic areas, sites.
• Enquiry by public
• History of the area so that I have the knowledge.
• To help us with our service to the public at the Surrey history centre.
• To obtain more detailed info on the history of the Horley area of Surrey.
• When considering planning application.
• As I work on an info desk I would be able to point people to this info. Since receiving this I have passed details on to a member of the public.
• Unknown at the moment
• To supply info to customers.
• To check on archaeological sites.
• Local information
• Background information
• Documentary evidence
• Research
• General interest/information
• To assist members of the parish council with information which may be relevant to them
• Future development
• Local history research
• Information for the Guildford town guides. Information for friends of Guildford museum Newelett local history.
• Historical information about the St. Catheirne’s area of Guildford; possible interest elsewhere.
• Collating information applicable to countryside sites within my care.
• To improve information and fund displays in Wanborough Great Barn relevant to local area history.
• Research prior to 'local history mouth' (Annually in May). Use of SMR 6 mouths prior to above to locate relevant materials.
• Personal interest and to visit the sites. Possibly to get involved in preservation or investigation.
• Reference.
• AM leader of Fetcham U3A local history group.
• Local history of this area.
• Informing decisions to be made by Parish council. Passing/disseminating information to school age children.

• Help local school or groups to know more about their local
• Research history topics, particularly useful for learning about how we find out about the past. Looking for clues, looking for artefacts.
• To find areas of interest near to the school where I work
• Developing creative approaches to the curriculum
• Useful for school visits
• To enhance history lessons
• Finding out more about local area
• History/geography - humanities work. Our Guildford local study
• To support history curriculum at Key stage 1
• To determine relevant information to my job
• To help children research a topic
• Personal interest. Research school visits
• Possible educational use although this is likely to be limited in an infant school
• Curriculum support
• School visits linked to the curriculum
• Researching local area with children
• Supporting local history in schools
• To check sites close to the Wey and Arum canal for information and to ensure they are protected during restoration (of the canal)
• History/geog studies relevant to us
• Enhancing the history teaching programme across the school
• As Hon Sec to the Clipstead Village Preservation Society information relating to our area of great importance
• I am chairman of the Chobham Museum and would be interested in any information relating to Cobham and the immediate area surrounding it.
• Resources for use within the history curriculum
• To support the curriculum within the school
• For research purposes
• Pupil/staff research
• For work on our study of Epsom
• Inform lesson planning/out of school learning
• Linked to the history projects for ks2
• Recording archaeological finds
• School support
• Geographical land we survey, settlement sites and general knowledge of surrounding area. Historical reference of local area
• In connection with building designed by Sir Edwin Lytens or his contemporaries
• Work/sites linked to History/geography topics and local area in ks1 and ks2
• Local site study
• Supporting the taught curriculum
• Sharing info with children about local history
• To identify anything (finds etc) local to school. Also to identify sites near my home
• Teaching resource. Own interest
• Local area studies - geography and history curriculum
• Research purposes
• At work
• Educational purposes - local history/geography study units.
• In the teaching of local history at ks1/2
• To see what archaeological finds there are related to our topics and make others aware so they can be built in the lessons
• To find places to visit, resources for use in school
• Looking for information to plan a school trip
• Local History Studies
• Obtaining information on historical Surrey sites
• Research and teaching
I would need to look at it carefully and assess suitability for KSI and Foundation stage
Personal interest - Curriculum link as a teacher at school
Educational
Local History Study Unit - Your 3 project
To look for information about local historic monument etc.
For our school pupils - aged 5-16 - Historical interest subjects
Possibly to visit certain places, or to mention then to my students (Teach History)
Access for education / curriculum
To find out local history finds
Supporting children’s learning
Research places for children to visit on school trips.
To support Secondary History Learning
Possible research tool for local history investigations.
Historical research, geographical artistic
Teaching of history topics within our history / Geography / English (+ others) curriculum
Teaching History
For resources, sites to visit, advice.
Student local area in history + geography - Understanding how history is constructed.
Primary School Education
Research
On our school we are using the International Primary Curriculum (IPC). In form Units we can use the information contained within the SMR.
To plan lessons for children with Special Educational Needs
Use a Teaching history as a guide to where we could go + visit.
Information for history projects, educational visits
Personal interest - Helping children with studies
School outing / education
School use
In KSI, demonstrate use of artefacts / sites as evidence base
Improving local knowledge possibly and a publication of local history
To get information on local sites - access to professionals
Personal interest - Support child’s research at secondary school
Research and background information about course work locations and local history and geography
Possible links to curriculum topics - opportunities for children to visit sites
Research
To gain information
To inform pupils about the history of their county
For research the history or to local area
Possible visits or research with students
To support school curriculum
Supporting curriculum studies for primary age children
Researching school site - personal research
History
Work with children - topics
History / geography studies of local area with 8-11 year olds in school. Self for personal local interest
Local information to support local history / geography topics in school
For humanities based topics
I'm not sure at present
Studying the local area is a KS2 history unit
Local History studies, study units on Saxons, Romans, Tudors, Victorians.
To add a local history element to teach the History association
Enhance teacher knowledge, children's learning
Teaching history
For use with children locking at primary sources
To deals what is an public access
As an Area Community with a Bronze Age Barrow we feet we should know and communicate this information to our Members.
Useful for school visits
For local history study in primary school
Develop field work to study local history
As I don’t know what information it contains I don't know how I could use it.
Historic use of sites for contaminated local properties
Comparison with data available inn the Hampshire SMR in border zone and similar country side
Research on school projects or personal use for interest
Supporting a particular project - permitting individual research - not possible to say for which particular tops.
History / geography
To find out about sites
Part of a local study within the school curriculum key stage 3
To support the teaching of Roman and Local history topics.
To find out which local historical sites / buildings are recorded.
To bring history arrive in the classroom
Unsure until a matter arises
For topic worth in school
History / Geog curriculum
History and geography teaching (7-16 yr. Old)
Studying local history at key stage 2
Any local site would be of interest - to take a small group of 6-8 yr. Old to see or artefacts found.
Would like to broaden the school visits by including more useful sites.
To investigate local sites in order to possibly build into KS3 curriculum.
For Ramblers group
General Studies - background work in English History & just because its extremely interesting
Historical Research into my area
Connected with school topics & history & geography
When Parish Council considers planning applications
Personal Interest in history & archaeology
10.6: Suggestions for making the SMR more appealing to the General Public (non users).

- Greater publicity in local newspaper and radio and television coverage.
- Make your presence known to the BBC history. Channel four digs, 'Time Team'.
- Publicise it.
- Local talks, would welcome speakers at our Horley Local history society meetings.
- Open day events, 'Time team' types of events.
- Give it a more appealing name. 'Record' boring. Why not just 'Surrey's archaeological sites and monuments'. ADVERTISE.
- Information in local newspaper and on local radio.
- Not sure, sorry.
- See the above.
- Stop using acronyms, chose a shorter title that means something, then advertise through schools and libraries.
- Press releases, more leaflets in libraries.
- Links from other websites publicity local newspapers.
- Adverts in local newspapers and leaflets posted through doors and businesses website.
- Hypertext links via county and borough web sites.
- How about running workshops in libraries. We use our computers to do basic computing sessions and we have seven local history centres in libraries.
- Making the SMR convenient and physically accessible, with informed advice available, is absolutely fundamental.
- Use local press (e.g. 'drinking aeration') to publicise the SMR.
- See your options on Q13 particularly travelling exhibitions I would happily have one here.
- Newsletter items sent to Parish Newsletter editors, Working days in Parish specific to their archaeological sites
- Info to schools & libraries
- Maybe a talk to our society members
- Visits to schools CD ROMs to schools on Surrey History
- More publicity e.g. leaflets in local council offices & libraries
- More publicity - i.e. displays in libraries etc with dedicated terminal not just the little leaflet
- Time and increased publicity.
- Come and talk to our society.
- Article in local press / other media.
- Explain why it is interesting; relate it to places and people; make it easy to access.
I think that there will be wide appeal in any case. The SMR needs to be publicised well, and the public made aware of how they can contribute to it.

SCC produces 'environment' and other papers and booklets. These could publicise the service, as could leaflets in libraries and public offices.

Plaque system for surrey landmarks and historical objects.

Heritage days.

Attractive articles in the press, index etc.

Ease of use

Leaflet in local library

Competitions to visit them / certain categories e.g. by points for particular item at a site.

Advise in local papers.

A lecture under "social studies" age group 14-18 years in private and state schools.

Keep it up to date.

Publicity since I can't imagine that generally there is any awareness.

Make the website work! At present it goes to a job centre site!!

Lectures such as the one being given at Ottershaw society in 2005.

Promote through advertising. Inform schools and colleges of its existence.

Have copies of leaflet in libraries, museums, council offices and at any archaeological sites if appropriate, also tourist info offices.

Easy access initially with quick reference to the area you wish to explore, listed in local area.

Publishing in local papers, articles on your work and specific examples.

More advertising

Talks to local history societies. Access through local history centres

Find a more user friendly title and reduce the use of abbreviations

Bring it all to life!!

Small displays of your photos etc. In museums and libraries.

Increased exposure, advertisement in Guildford.

Base it at Woking records centre.

Covered in Q. 13 More and attractive information in Libraries and history with libraries.

Formulate a 'history trail' of similar sites or and a 'time trail' starting with borrows, through castles.

More publicity, correct web address would help.

Raise its profile; say a display at Bookham village day. Have a list of speakers who cover SMR plus a specific topic.

We have a new History Centre in Baristead Library what about displays, etc. Does anyone give talks about your work?

Let the people know it exists

Posters and/or leaflets sent out via school children would inform a large number of families.

School visits

Make it more child friendly
• Advertise in local papers, linked articles in local papers  
  Needs to be very visual  
• School workshops  
• Display in public libraries  
• Sounds great already - and as pupils use information they will pass this onto parents.  
• Make it free to schools, make it relevant to the age groups both in content/accessibility  
• School visits, local radio advertising. Surrey county show. Link with NT website?!  
• Better publicity - bring it to the public’s attention - higher profile through local publications etc  
• Paper information displayed/available in shops/supermarkets on local historical places/finds etc  
• Make it as easy as possible to use  
• Greater advertising e.g. Would be very happy to put up posters at school  
• In surrey publications - newspapers (county) ones. High profile information in libraries. History coordinators in surrey schools  
• Easy to use resource- publicly accessible. Child orientated  
• Articles in the local press. Posters in libraries and send out to schools. Workshops for children’s and involvement in activities.  
• Interactivity  
• Keep it very simple and easily accessible  
• Road shows in weekly visited public places  
• Sign boards and leaflets referring one to websites  
• Fun information / briefing sessions for teachers  
• Attractive and easy to use web site - Colourful posters distributed to schools for display in relevant depts. and libraries.  
• Leave leaflets in schools, libraries etc.  
• Permanent displays in libraries  
• Mail shot homes  
• Continue to highlight who you are, what you do and what is on offer / open to the public.  

• It seems that you already have a clear idea of the possibilities and public need.  
• Make it child friendly - not too much reading interactive, colourful.  
• Articles in newspapers  
• Exhibition at library / council offices / schools  
• Displays an public area e.g. supermarket foyers  
• Word of mouth / displays in the library / double page spread in local paper  
• Make schools aware - leaflets available - travelling exhibitions would be good ( supermarket, sports centres and good place)  
• Localising knowledge to the area specific  
• Articles in local newspapers  
• Via Tourist Information and Surrey CC Website  
• Local press - especially free publications. Libraries - posters. Free easy internet access. The Eagle radio station 96.4 - interviews, adverts
• A leaflet telling us clearly the benefits, using pictures so that we know it is there and how to access it
• Displays in public areas - i.e. supermarket with info on local finds.
• Via Local Newsletters i.e. in boroughs I e.g. Spelt homes Local Residents associations, Local free paper.
• Posters
• Make it an obviously useful what i.e. why should someone working with 5/6 years olds benefit?
• Advertise through schools
• Publicize
• The system has to be user friendly to the researcher and contributor
• Maybe info at local sites - box hill etc
• Visit schools
• More advertising within school local PHSS
• Web access. Promote use of grid reference with 5 km radius search to find records for the area.
• Flyers for one off events
• Advertise the website
• Get it on local TV and Radio tour schools, shopping centres
• Publicise in local press, libraries, environment news
• Lovelane Bridges project requires interpretation panels
• Publicity in public libraries and live demonstrations

10.7: Any other comments (non users)

• Q. 15-21 not applicable to a parish council. Thank you for giving the council the opportunity to comment.
• Use every opportunity for free advertisement, schools, articles in local newspapers.
• I discussed the surrey SMR with David Bird in 2000 as I remember; it was not easily accessible at the time. I had a site I wished to register.
• We would advertise at Esher library, 01372 465036.
• I am a SCC colleague so why am I being sent this survey? Also I am disappointed that a library is not an option as many people use us as a source of obtaining information.
• I am chairman of the Newdigate society and my responses reflect that.
• As indicated the foregoing are my personal replies, these may change if I improve my computer skills, or if other members of the group who are on-line are interested. I note that the SCC leaflet refers to contact by post and phone but I am not clear whether any appointment arranged is needed to see documents etc on to access info via website terminals at county hall. Once I go on line all q11 options would be good
• Don't spend too many resources on things other than your core subject
• Great idea - the more info residents have the more an area will be valued and cared for
• Chairman of Horley local history society, I have answered questions on behalf of the society and myself!
I may well be able to add significantly to the SMR especially for 'industrial' sites.

Some archaeological education.

This was answered from my personal point of view. I would have answered some questions differently if wearing my 'chairman’s hat' (e.g. Q.11).

Currently chairman of the Haslemere society.

I am co-ordinating a group of volunteers of the surrey archaeological society who monitor publicly accessible "ancient monuments" to assist English Heritage. My info is mostly from English Heritage.

We have increasing pressures on our time and would employ specialists when necessary, as for any other disciplines such as acoustical, structural, mechanical etc.

Make landowners / managers more aware of SMR especially where present on land.

Not a well thought out questionnaire for organisations.

Need to get this wonderful resource joined up with other datasets in order to allow worldwide access.

Chairman of Meath green protection society of Harley.

Spelthorne museum is currently closed. Please address future correspondence to :-

Why wasn't I sent this questionnaire in my capacity as a surrey county councillor? I was asked to complete this on behalf of the Woldingham parish councillor - of which I am also a mentor.

I have answered this in my capacity as head teacher. We have email and broadband in school.

We are really only interested in Chobham and the surrounding area.

This sounds brilliant and fantastic resource for schools.

With schools having greater access to interactive resources, it would seem obvious for the surrey SMR to be developed further along the route.

Wasn't aware of SMR, but after undertaking this feel it could be a very valuable resource in school.

We are always looking for ways to show children that history does not happen only in other places. It is all around them. The SMR could help us in this.

This looks a good resource that would be interesting for our children.

Local history + visits are a brilliant way to bring history to life for pupils with special educational needs especially as many cannot read.

This will be a fabulous resource for school children by showing theirs how their county is as it is.

This seems to be a very interesting resource of valuable content for schools.

Also interested as a member of the public who likes to visit the unusual heritage sites - small and large. I like to promote a "hands-on" environmental interest in the young.

As part of our local history study it would be wonderful to be able to identify local homes and the families which lived in them. Eg. A small Victorian terrace nr our school and a former Victorian manor house. We could then create topic boxes with the information - role play the family.
• It's all well, good for public to be informed, given access to info? - sites too, but protection of local area is very important.
• Interested in industrial past
• Thank you for the letter and leaflet. I was very interested especially as I have recently moved to the area
• This would be really useful to use
• This will be great if more widely available
• This sounds like a really exciting project.

10.8: “Other” where did you hear about it? (Surrey CC staff non users)

• I am in the Conservation Group
• Service is in my directorate
• Through this questionnaire
• Work with SCC archaeology group
• Other interests outside work
• Consultation letter to SAF
• (indirectly from SAS, Guildford)
• I work with local history
• I am a Surrey employee
• S-Net
• I work for the SCC Arch Unit
• Colleague
• Colleague
• S-net
• Through work colleague at SCC
• Planning Consultants - Broadway
• Colleague working on database
• Through work
• This questionnaire
• Various publications
• Sy A S
• Sy A S
• From an SCC highway project
• In course of work
• District Council
• At work
• The Godalming Trust
• Library
• Member of staff
• Impact3 coach working with team

10.9: For what purpose do you think you would use the information? (Surrey CC staff non users)

• Teacher research and lesson content
• To find out about interesting sites in the Surrey countryside. Making walks with children more interesting!
• For future visits and to improve my knowledge
• Research
• Personal interest
• Don’t know
• Don’t know
• Interest
• To audit the service
- Researching information for university
- Just personal interest
- Personal interest
- When I research ownership and restrictions on land required for SCC proposed highway schemes, it could be a useful resource to check. I have previously used the book "Antiquities and Conservation Are
- Local history interest
- Find out what local monuments/sites there are in my area.
- Research arising from a possible project that my secondary school-age daughter might have to do, or might be interested in doing. Research that I might want to do connected with a hobby interest o
- Possibly in relation to property enquiries from the general public
- To help support colleagues involved in archaeological research, especially relating to potential Areas of Special Historic Landscape Value.
- Learning more about the area, taking trips with/without friends to visit these places of interest.
- Learning more about the area, taking trips with/without friends to visit these places of interest.
- Establishing the levels of resources justified for SCC to undertake the SMR function
- Looking at local history and the area in which I live
- To see if it affected use or disposal of SCC property.
- Assessment of the potential of a particular area to accommodate new housing development. SMR provides important information about potential constraints
- To help identify sites that SCC have a maintenance responsibility for.
- Estates purposes
- For information on sites
- I don’t know
- Identifying sites sensitive to traffic.
- To improve my personal knowledge, and as background information as a member of Surrey County Councils Planning Committee, Tandridge Planning Committee and membership of National Trust, a supporter of
- Learn more about Surrey
- In connection with planning applications?
- Minerals and waste sites investigation
- To give Callers to the Contact Centre the information they ask for
- School projects for my children, or further study of an subject encountered at school or on TV etc
- Personal interest
- General interest. Research before going for a walk.
- To find out historical info
- Context
- Looking up monuments in my area or any digs that are going on in Surrey
- Interest only
- Researching Surrey history
- Perhaps if I knew more about the work I would do
- Planning a visit
• Personal interest only
• For my own knowledge
• Planning purposes
• General interest
• When producing viability studies for proposed county building projects
• Info about museums etc
• Leisure?
• Personal interest
• Don't know unless I knew more about it in the first place
• Comparative distribution of sites, existence of sites in a particular search area
• As part of the assessment of local risk for Surrey Fire and Rescue Service. It will allow us to understand where sites of importance are located and we can then work to ensure they are not adversely
• General interest on a building in Surrey
• Possibly to take children to a site for a school project
• If I do not know what an SMR is how can I comment.
• Personal interest
• To know more about the county
• Interest
• For interest and local knowledge
• General interest - planning breaks
• I need to know a bit more about what the site offers before I could define a use.
• Don't really know unless it arises
• Interesting places to visit - educational
• May be for school projects for children or for personal visits to sites
• When advising on planning/highways issues possibly
• Historical information.
• Not sure
• Historical interest
• Background information
• Recreation - find out what's out there
• May be useful when organising voluntary activities e.g. scouting, PTA etc
• Personal Interest
• To gain knowledge of the area I live in, transmit it to my children and hopefully visit some of it.
• Not sure at the moment
• For personal interest
• For research.
• 1. Professionally, related to SCC highway works. 2. Personal interest.
• Historic building information
• Basic tourist info. Re sites and monuments
• When considering the suitability of sites as operating centre for heavy goods vehicles
• General interest in the history of Surrey
• Researching old buildings, particularly domestic.
• Personal interest
• Weekend tourism
• To visit sites possibly
• To visit sites of interest to me
• Personal interest
• Visits, pleasure
• If visiting a site- to get more information about the history.
• Idea's for days out, educational purposes. General interest
• To see if there is anything of interest close to any of our construction sites or near where I live for my own personal interest
• For my own
• Historical interest
• To pursue my interest in British History
• Personal interest
• General interest/info about the area I live in
• Own research
• Local history research
• Personal Interest as a Surrey resident Professional interest as I manage a day service for people with a learning disability and access to the SMR may provide a learning opportunity for our service
• Local interest
• Family interest in local history
• Recreational and personal interest. Education use in local school.
• To contribute to the cultural profile of Surrey i.e. for strategies such as Cult strategy and Community plan
• To get information about sites of interest in surrey
• Personal and business
• For Family History research
• General historical interest and information about local sites and buildings.
• To carry out archaeological assessments and research
• To find locations of important archaeological sites with reference to rights of way maintenance
• Field work with Guide and Scout troops I'm involved with locally
• Local Knowledge and information
• Historical research, both professional and personal
• Possible interest in local history. Might have relevance to wife's genealogy study.
• Researching local area and what artefacts have been found in it
• General interest and there have been/may be occasions when SMR would be consulted when working on construction sites
• Research and local interest
• If the say, monument, site was part of a walking area I may be interested in finding out about it
• Interest in local history, vernacular architecture and family history
• To find places of interest to visit
• Not entirely sure, until I am clear on the service provided by the SMR. I am interested in family history and am always looking for more sources of information. Need to let me know what the SMR do
• Looking at what is happening to other services we use review and work in progress
• In the course of my employment by Surrey - None But - Contents would be of General Interest when familiarising myself in the area in which I work (I live outside Surrey)
• Personal study and interest
• To find out about local sites I could visit
• Personal and work related issues
• Historical interests/backgrounds
• May refer to the information if I was given a project relating to this (I am a project manager)
• Should I get involved in the site selection process for the Surrey Minerals & Waste Local plans?
• If I had any interest in any archaeological sites
• Assisting with enquiries received from public at SHC
• Unsure at present
• General interest, unlikely to need to use in current post
• It is something that I am interested in
• I would need to see it first!
• Personal interest
• Location of named sites in connection with daily work responsibilities
• General interest in history
• Children’s homework
• To support planning applications.
• Interest in local area
• Researching the area in which I live
• To look up information on a site or a monument that I may be interested in - as long as it is easily accessible!
• General interest/education
• Work and/or personal
• Trips and educational visits
• My concern would be the future of the Oast House - Staines ACL building
• When searching for information
• Family History/moving house/visiting new areas
• Personal interest and curiosity
• Would like to know what is ‘out there’ and to record archaeological features if I find them on site visits to woodlands
• Personal interest
• Don’t know
• General interest
• Private Study / research / general interest in such things
• To be aware of what should be referred to SMR and when.
• If I was interested in visiting somewhere.
• Interesting sites to visit walking/cycling routes
• Social Interest, Day trips
• I don’t know what SMR is?
• Professional or personal interest
• Local interest
• Tourism and personal interest
• Historical interest and family history.
• Possible visits to Historical sites.
• Research
• Supporting young people to become involved in a project for the Duke of Edinburgh’s Award
• Personal interest
• Personal interest
• To appreciate more the county in which I live
• Local history research, general interest
• General interest
• To find out about places of interest to visit, heritage, and just to see what it was all about really.
• To visit sites open to the public and to gather information which may interest me
• To find interesting places to visit. To tie in with the school projects of my children.
• To learn more about the history of the borough I live in.
• Without knowing what an SMR is, how on earth can I say?
• Interest in vernacular buildings
• General Interest, to find out which sites I can visit as a member of the public
• Information regarding past environmental activity etc in the area e.g. geological changes, fossils
• Places of interest to visit
• Finding out about local area
• Future highway improvement scheme (important to know what is in the area) and general interest.
• In relation to my work
• Homework for kids
• Personal and profession usage
• General interest and possible visits
• Find out information about the area where I live
• For personal interest and to learn more about Surrey.
• Not for business purposes - more out of interest
• Possibly for research for children’s homework
• Initial assessment of archaeological heritage as part of project planning
• Answering information enquiries from members of the public
• Visits, days out
• Work within the youth club for projects with the young people. E.g. History projects
• To find out about historical sights/history
• Sometimes I’m curious about the history of a place, building or landscape, if it appeals to me.
• Historical research
• I have a disabled mother who comes to stay and enjoys going out to these types of places. Need to have disabled access though.
• To locate places of historic interest
• General interest unless there is conflict between a monument site and the highway?
• Out of curiosity because of an interest in history, archaeology and historic houses/buildings.
• To visit
• Just for general interest.
• Knowledge of local heritage sites
• Choosing sites of interest to visit
• General interest/ education
• To find out more about the area in which I grew up.
• It is a guide to all known archaeological sites and finds within the current administrative county of Surrey.
• Possible research for children’s homework
• To take the family on an excursion
• To find out more about my local area, for myself and my children and service users
• Personal Interest plus from a work point of view possibly information on sites that could be affected by road works
• Checking for work purposes
• Interest
• To develop a greater understanding of historic site in surrey
• To support people with learning disabilities get more involved with their history and their community
• Personal interest
• Not sure
• No idea at the moment, but I don't rule anything out.
• Local History
• To find places to visit
• To find out the history of where we live, have an interest in history.
• Personal knowledge. I have a general interest in historical sites
• For general knowledge and interest
• Gathering of information for risk assessment - for work. Gathering historical information - for my children
• To visit some of these places
• For interest in the local area
• One of my interests is Local History
• I work for the Library Service and the information might well be useful in answering enquiries from the public.
• As a point of interest
• Exploring new places of interest
• Ideas for places to visit on days out
• Personal use for visits rather than work
• Environmental impact studies into SCC's highway improvement schemes
• Answering queries at work
• To establish whether there is anything I need to take into account when planning works
• The SMR leaflet was not attached so I haven't read it and therefore cannot answer the questions fully.
To answer our users queries
Voluntary work
Could be of interest to help readers or schools with local history
Researching stuff for role playing games.
I'm not going to use it
Work
Interested in local history, and very interested in prehistory
General interest
Finding out about local history, ideas for interesting days out.
Sightseeing, personal knowledge, personal history, etc.
Unknown as yet
Research for Members (Councillors)
Historical information on surrey bridges
For interest - more information about the environment in which we live
Personal interest
Information of local interest
Children's homework
 Unsure
To get information about Epsom and Ewell's area
Information about local area, to relate historical and archaeological information to other sources e.g. ecological
Personal Interest, for a day out.
Children's school projects, general interest - particularly for my child
General interest / curiosity
To help answer enquiries we get in the libraries which do not require being forwarded to the Surrey History Centre
Megalithic monuments
Personal interest
For historical information regarding population and buildings.
History departments in schools to inform work on local areas. To inform people of any sites of interest in an area that developers wish to change - to inform debate on planning applications.
History departments in schools to inform work on local areas. To inform people of any sites of interest in an area that developers wish to change - to inform debate on planning applications.
Searching information
Not sure at present
Not sure at present
To find out about local history, places to visit
Curiosity
Leisure - trips out during free time.
My own interest
Group and personal interest
To find out what was happening in the County
To understand the size of the Heritage issues in Surrey and from a management perspective how we can work together to ensure their long term future
For general interest.
• Finding out what historical sites are close to where I live.
• Casual interest
• Perhaps to pursue a new hobby
• General interest
• To find out what sites are being protected within Surrey.
• To look up local knowledge on sites.
• Not sure at this point in time
• To identify potential sites to geophysically investigate
• General interest
• Helping with homework
• Surrey CC Countryside Estate
• General interest on what's going on in the area.
• Crossword question or to get an answer to a query
• To investigate monuments/sites adjacent to highway works.
• For educational purposes for my son, to learn more about the environment I live in, to find places of interest locally for my family to visit.
• Area research, general/personal interest
• Visiting places of interest info, project work with children.
• To see if anything of interest in an area plan visiting.
• To aid members of the public to get best use from the site
• Leisure purposes. Finding out about buildings and sites in my local area for personal interest.
• To locate information for planning applications to establish whether they are EIA development. Also for other environmental information.
• Personal interest
• I love archaeological sites and always look for interesting things while I'm out walking. I'm drawn to rusty implements and anything else that looks old and used. I will definitely record anything
• To include sites as part of a walk with children/dog
• Have no idea
• General interest and some participation
• As a library service, I would be able to pass public on to the service
• Personal interest
• To find out about local places of interest
• Just general information for personal interest.
• Personal interest. Assisting library computer users to find information.
• What is SMR?
• To provide additional information fro running guided walks or developing heritage projects
• Checking details before carrying out Rights of Way repair works
• Personal information and general interest
• To find any historical places of interest/ landmarks in Surrey, for personal interest or research.
• Helping children with school projects.
• Visits for pleasure
• Organising visits
• Professional - when assessing the impact of planning applications.
• For taking the children to visit interesting sites for educational purposes
• I work on Downlands Project we deal with Ancient Monuments as part of our job i.e. Surrey Iron Railway, Tumuli etc.
• General interest - bit of a walker and an explorer and like to plan trips and walks around sites of interest if I can
• Finding information about sites of interest
• Children's Homework!
• I would be interested in finding out information about historical houses, parks and gardens and whether they are open to the public
• As a visitor
• No idea
• General interest
• I am interested in old monuments
• Checking details when working on Highway schemes. These often involve land take and could be near monuments
• To help grand-children with homework and for my own general interest
• Location of sites/monuments if heading to that area. Possibly head to those sites if of interest.
• For finding interesting places to visit for the weekend, or in my job, to identify whether such sites are in proximity to planned works.
• Interest only at this point - not useful for my current job
• Archaeological Research + General Interest
• Don't know
• Not sure
• For own personal interest.
• What is on Banstead Common near where I live
• Recreation and leisure interest
• Maybe if a family member wanted to know about the history of Surrey (particularly my father-in-law who is very interested), I may look up information on your site.
• Maybe if a family member wanted to know about the history of Surrey (particularly my father-in-law who is very interested), I may look up information on your site.
• To help with constraints mapping for planning applications
• Personal interest I am also a qualified Tour Guide
• General interest prior or post visit
• Personal interest
• I have an interest in local history/heritage
• Links to school development projects
• None that I am currently aware of
• To find out what artefacts have been found in local quarries or gravel extraction areas
• General interest for me, but would also pass on information to someone who I know who works as a teacher and has specific interest in archaeology and education
• To find out about the area around potential bridge sites. Some of the bridges I work on are Scheduled Ancient Monuments.
• Historical Interest for where I live and surrounding areas
• Personal interest
• Improving knowledge of local area  Researching what exists in other areas
• I was born and lived in Surrey all my life. I do not feel I have much idea about the history of the county although in my very limited leisure time I would maybe like to learn more.
• Would like some more information as I am interested in local history and heritage.
• Information
• A greater understanding of the work undertaken by Surrey County Council
• Looking at sites of monuments
• Visiting sites of interest
• To help with daughter's homework
• Research questions by general public/homework topics
• As part of my job as Librarian in Library Information Services Local History Strand.
• Work related queries and general interest for myself also
• Sounds interesting
• To inform Library customers who may require it.
• Family tree and local research
• For salvage ops in case of fire /disaster
• Personal historic interest
• To check whether planning application proposals affect designated sites etc and information about such designations

10.10: Reasons for not wanting to use the SMR (Surrey CC staff non users)

• As Above
• As I don't live in Surrey and this isn't relevant to work I wouldn't have the incentive to find the time to pursue this.
• At present I do not find this of interest and do not need it in my current role within SCC
• Cannot see any reason, at this time, why I would need to, but now I know it exists, if I do have a need to in the future, I know where it is and how to find out information about it.
• Can't see why I would have a need to access other than curiosity in local history. Would like access to be easier
• Can't think of a reason why I would need to access the information
• Can't think of a reason why I would need to access the information
• Currently no idea why I would want to use this - doesn't seem to relate to my work and in leisure time I like to steer clear of computers as much as possible since I am stuck in front of one 36+ hours a week
• Do not feel it is a service I would use
• Does not appear relevant to my job
• Doesn't directly relate to my work
• Don't require the information
• Don't live in Surrey, not likely to use SMR in course of work
• Has no relevance to my job role.
• Have no interest
• History / archaeology not one of my main interests
• I am a futurist and abhor history
• I am not particularly interested in Archaeology
• I am still unsure how this info would be useful to me personally.
• I am very interested in history and historic buildings but I don't live within the Surrey boundaries and I don't drive. So it's not that I'm not interested - it's just an access problem. If I could
• I cannot see any benefit to me, although I work in Surrey I do not live here
• I cannot see it would be relevant to me, but I am glad to be aware of SMR in case I have an interest in the future
• I do not believe I have any use for this information.
• I don't live in surrey
• I don't live in the area and I don't spend any leisure time here
• I don't live in the area, I only work here and don't have any time spare when working
• I don't see this as being of much interest to me - convince me otherwise!
• I don't think it will be anything that I would want to use
• I have enough information thank you
• I have never before heard of the project. Neither could I find the attached leaflet to read
• I have no need at present. When I did hear about it I was doing research for my BSc dissertation
• I have no use for it in my employment-although from a leisure/free time perspective it would be useful to know where surrey sites and monuments are for days out.
• I have other interests.
• I live in Hampshire
• I live in London and at the weekends in the New Forest. Do not spend time in Surrey other than work.
• I think its rubbish
• I wouldn't probably use it because those I rely on for expert input into consultations on planning applications would do so
• If it becomes of interest I'll access it
• I'm not interested in archaeology. It has no bearing either on my home life or my work.
• Information overload
• It has no impact on me
• It is not an area of personal interest
• It is not an area that I have great interest in
• Its not a subject I am interested in
• I've already forgotten what SMR stands for - 3 letter acronyms are a turn off for anyone not directly related. If you want to raise the profile of and interest in this group, try something a little simpler
• I've currently got too many other things that I am having to do, and so I don't have time.
- Just doesn't seem a relevant service for me at the moment.
- Lack of time available to me
- Life is too short
- Maybe wouldn't as have two small children and therefore time constraints.
- My role in SCC relates mainly to traffic management and more specifically to Policy / Guidance. I would access information via SCC's Historic Buildings Advisor.
- No current need
- No interest
- No interest in archaeology
- No interest in it
- No interest in subject
- No interest, although I do have an interest in archaeology.
- No particular interest
- No particular relevance or interest
- No real interest in this area
- No reason
- No relevance to my work or personal interests.
- No time
- No time at this present time
- Not interested
- Not interested in historical monuments, etc
- Not interested in sites and monuments
- Not interested in the subject
- Not interested, looks dull
- Not needed in my work
- Not of any particular interest at present
- Not of interest
- Not of interest to me.
- Not of personal interest to me
- Not really an interest of mine and not enough time to do everything I am interested in let alone new things!
- Not really interested.
- Not really my interest
- Not related to my personal or professional interests or responsibilities
- Not related to my work
- Not sure it is relevant
- Not sure that it would be of further interest - but I know where it is!
- Nothing to do with my job
- Sorry little time
- Sounds bureaucratic and jargonistic
- The subject is not one of my main interests
- There seems no real relevance to my work.
- This is a strange question - why wouldn't I use something???? Because I don't perceive there to be a personal value in using it.
- Too busy with other activities
- Too busy
• Too busy at the moment and feeling overloaded with information about Surrey has, don't have etc.
• Unknown
• We are an early years home visiting and family support service. The information may be useful to staff if interested in this type of information but I would expect them to research the website themselves
• Whilst aware - not necessarily relevant to my day job or personal interests
• Whilst I think the SMR is valuable and worthwhile, I currently have no use for it.
• Would not need to access information for work and would only do so for my own personal interest if and when I needed to.

10.11: Reasons for not using the SMR in the future (Surrey CC Staff non users)

• Again I do not know what SMR is.
• Again nothing to do with my job
• As above
• As above - not much relevance
• As q9
• At present I have no interest.
• Busy with other activities
• Busy workload, could take the paper home and read at leisure
• Do not use internet very much
• Don't have internet access at home
• Don't need it.
• Don't require the information so don't need on line access to it.
• Doubt that I would use it
• Due to the amount of work that I am involved in
• Getting information from the web is not the best way for me to find out what I want.
• Getting information from the web is not the best way for me to find out what I want.
• Has no relevance to my job role. Information required, if any, would be available elsewhere.
• Have no interest
• Have not got time
• I am going on maternity leave soon!
• I am not particularly interested in archaeology
• I am not particularly interested in old sites; however, I do not dismiss their interest and importance. My mum for example is very interested in archaeology and old places and would value SMR.
• I can access the knowledge from the internet
• I do not have enough interest in this to pursue it in this area.
• I do not need specific data
• I do not think I would use it.
• I do not use the internet at home and I do not have time to browse during the working day.
- I don't live in the area
- I don't see this as being of much interest to me - convince me otherwise!
- I don't think I would need to use the online access
- I doubt that I would have recourse to it
- I have other interests
- I live in Hampshire
- I really wouldn't use it. Its not something I would search out information on but I would read about certain sites through local interpretive media if I came across them
- I'm not interested enough to actively go online.
- Information overload
- Irrelevant to my work!!!
- It is possible that if I was looking for something specific I might be interested - but at the moment can't think of anything
- Its not a subject I am interested in
- Its rubbish
- Lack of time
- Little time
- My server is quite unreliable so I prefer to have hard copies of any information
- No because I don't think it is appropriate to do this within works time.
- No current need
- No interest
- No interest in it
- No internet access
- No particular interest
- No time
- Not applicable to our service.
- Not aware of use
- Not interested
- Not interested in sites and monuments!
- Not interested. No time available.
- Not needed in my work
- Not of interest to me.
- Not of interest.
- Not of specific interest to me at present
- Not really interested
- Not really work related
- Not related to work
- Open/free access to this information to the public could be damaging to archaeological sites
- Regretfully lack of time! It might be something I would dip in & out of at my leisure
- Same as above
- See above
- See previous comment about not being able to read the leaflet
- See q9
- Still no interest. Would not access this kind of service.
• Until a few months’ ago - I used to chair the Surrey access forum - an umbrella organisation for disabled groups throughout surrey. My main concern would be access to 'open' sites for the disabled
• Very little time for hobbies,(I'll keep the ones I do find time for,) that'll be for retirement or people who only work part time
• We don't get asked about it too much
• Why have you sent me this questionnaire!

10.12: How else can we make the Surrey SMR more appealing? (Surrey CC staff non users)

• Link to the walks and events stuff on the website - where relevant. Child friendly interface - simple types of activities relating sites to the way people lived in the past.
• Leaflets in libraries- e.g. Kingston
• Make more approachable the process to enable members of the public to find out things
• Be more visible.
• Information to local committees
• Make it accessible in places other than the council offices.
• Raise people's awareness of its existence.
• Advertise in libraries, shopping malls, local papers
• Make it educational, include interesting historical events such as battles, local historical famous people etc. Clear non-technical web pages. Aerial photographs of monuments.
• This is very difficult in an age where everyone in the marketplace is shouting about their wares. An obvious start is to link details of your work to internet sites about the major places and address
• The title SMR is not "user friendly" to the man in the street, find a new one that resonates more with real people's attitudes/needs. Then popularise the issues covered by the work and better understanding
• Not sure about more appealing, but pieces in local paper, radio information and possibly stands in shopping centres as well as link from websites could raise awareness
• Making it user friendly and clear to read plus lots of good pictures
• Please use the full version of SMR initially, to enlighten
• Get articles in the local district/borough magazines giving web site addresses and access to this questionnaire
• Link to advertised walks in surrey. Linked to further/higher education studies i.e. Or courses
• Advertise it at the history centre, records office and in libraries. Get school teachers involved in encouraging children to use it for research.
• I think the more information available on the site the better as a general resource not only for surrey
• I think this would be valuable to children in the area and advertising via schools and web sites could be effective. Maybe a competition either through schools or web sites to answer questions on SMR
• Raise awareness of the work
• Publicity and also as I have friends who can't see that well in large print when on the computer system. Also perhaps a talking tape service for blind people.
• Why should we? The SMR is an important and serious index of archaeological work and sites in surrey. It is not meant to be some kind of cheesy marketing or money-making opportunity for the council to
• Include leaflets/information in libraries, county council and local council buildings, local publications etc
• Open days on sites, museums etc
• Increase awareness
• By selecting a careful programme of education and interpretation mediums.
• Articles in local newspaper
• More info in local papers as it is only by chance that you come by it
• Publicity!!
• Link to family tree information and be able to search on specific areas or addresses to see if there is any information about them, e.g. Local landmarks etc.
• Circulate info to national [and local] archaeology societies, libraries and information outlets.
• Perhaps promote specific activities which may be of interest to the voluntary or education sector for example
• As before - you need to be explicit about what the group is and what it provides.
• Publicity
• Not sure
• How about a regular feature in local paper which invites response - like the surrey ad does with old photos.
• More publicity so more people know what's available
• A dedicated website
• Signage on roadways to attract people’s attention to historical features
• Increase the use of local press & radio stations
• Send leaflets, use articles in magazines and local papers
• Advertise in local places and libraries etc
• Leaflets in libraries, advert in local papers
• Not sure
• Put something on the website, visit or send stuff out to schools
• Features in local press. Possibly link in with current interest in genealogy to raise interest
• You need to let them know about it first and be imaginative in approach. Try linking to programmes such as “time team”. It is quite a specialist interest and I am not entirely clear what your objectives are
• Could be physically accessible if held in a building routinely open to public (i.e. not an office in county hall). Dedicated PCs for it in museums, quick online access through library PCs.
• Accessible formats including the use of makaton symbols for people with learning disabilities with limited reading skills
• Publicise it on our web site and intranet.
• Publicity, opening sites not usually open during the heritage weekends
• Publicity, opening sites not usually open during the heritage weekends
• Advertising its existence in the ways outlined above. Informative articles in local papers. Items in stop press (surrey's daily intranet site)
• Article in the surrey mirror
• Hands on projects and specific information relating to locale
• As well as mobile exhibitions there should be interactive workshops, where visitors can use the service to e.g. Find out about there local area, school, church etc (plus family connections. I also t
• Tap into current interest in genealogy
• "Good", "lively" internet site publicise with local interest groups and using local newspapers, local radio etc. I believe there is a genuine local interest in all things historical.
• Probably all very obvious.... Newspaper articles - "did you know?" unusual things to be found in the record, how SMR can help you, etc, etc. Publicity via appropriate societies' newsletters, talks t
• Advertising in local publications e.g. newspapers
• Leaflet with a topic delivered with free local paper
• Link up with rights of way to produce guided walks that cover some of the public sites
• Web page linked to family history - very popular
• Info in tourist offices
• Providing information in public libraries, publicising SCC work, articles in local press.
• Increased publicity - public awareness campaign in local press and on local radio/television
• Local papers libraries
• More publicity about the surrey SMR and its functions
• I just feel surrey has so much history which local people are so interested in, including myself. I have always lived in Reigate and feel so lucky to have so much local history at my doorstep.
• Do you hold any activities on national archaeology day (NAD)?
• Publicise it better
• Make leaflets available in libraries
• More advertising.
• By putting signs at sites and monuments to lead people to where they can find further information
• Good links on surrey website
• Advertise in the local press
• Leaflets
• Advertise it in local publications and places used by the public e.g. Libraries, adult education establishments.
• Change the name.
• Publicity in schools, libraries and the magazine that goes to surrey council tax payers.
• Posters in libraries, schools, leisure centres, post offices, supermarkets, doctors surgeries etc
• Don’t know what SMR do, and have never seen any info about them, so can’t really suggest ways to become more appealing. They would need to advertise services/sights and have an awareness campaign, via
• CGI
• By not using acronyms and making people aware
• Themed walks relating to SMR information. Walk the history...Alan Titchmarsh style. Relationship between environment (landscape and wildlife) and man’s historic use of it. Sell SMR merchandise at
• Links to leisure time activities with transport to sites. Theme days i.e. give examples of how people use to live in the Iron Age at sites where Iron Age material is found.
• Make information about yourselves more visually appealing
• A launch at some sort of function where the general public get together. Leisure centre, council offices, etc.
• I am a member of West Surrey family history society, and I have never heard of SMR - do you ever give talks to the generally well-attended meetings of the WSFHS? - probably they would need to be told
• Include in borough newsletters - the one that goes out with council tax calculations. Have a tourist leaflet available at other tourist attractions
• Posters and flyers at local events and schools and at adult education centres
• Stories in local newspapers
• Organise a course for young people and get them involved locally
• More use of eye catching information boards in public areas
• By conducting workshops in the libraries or leaflets circulated through residents doors to enlighten or inform them and heighten their knowledge
• Make them aware it exists leaflets etc
• Exhibitions to schools.
• Tie in with time team.
• Surrey needs a more integrated "heritage" structure -- the demographic profile of surrey would suggest a lot of latent interest but this is not exploited or as well coordinated as it is in some other counties
• Increase public awareness of the SMR, make it more interactive where people can get involved e.g. Volunteering in updating of records, make it easier to find out where you can become involved and publicise it
• Posters in public places, articles in local press
• Correct spelling on literature would be a start - that's not how to spell appealing!
• Have high profile "open days" at sites - don't just put something in the local papers, have paid advertising on radio and in bus stops etc
• Have a special open day at specific sites and publicise in local paper
• Don’t know. No interest.
• Local radio and press ads
• What sort of links do you have with the surrey history centre? Maybe a bit of cross promotion would increase public awareness for both services. Also promotion in local papers. Well produced leaflets
• By including the ideas in q11 (most of which I have not ticked! Exciting introductory leaflets for schools colleges etc.
• Consider a more self-explanatory/punchy title - SMR sounds too institutional
• It needs to be advertised - radio or newspaper may help?
• More publicity as I would think that not many people know what it is or what it is there for.
• I believe appealing only has one 'l'
• Ensure that the sites open to the public are of a high quality (e.g. Guildford castle is excellent)
• Visit schools and community day services
• Displays?
• Guided visits, touch exhibits, period dress, anything very visual that people can get engaged with
• No idea
• Link in the "who do you think you are" TV series
• Leaflets, encouraging people to get involved.
• ?
• Advertisements in local papers. And at a decent size too. If you take out an advert, go for a half page or full page and do the project justice.
• Have a weekly section within (e.g.) Surrey advertiser
• Articles in surrey newspapers
• Making people aware that the service is available
• Think like a private company, (you've paid huge bucks for this data - now you have to sweat the assets to recover it and make a profit), change your initials to an informative catchy name
• Through the SCC website, articles in local (free) papers
• Use of local papers to publicise
• Bite sized snippets of info in local papers/magazines?
• Unable to comment, see previous comments
• Promote in libraries
• Put porn into it
• Have stories in local paper about people using SMR with any interesting outcomes
• Not sure
• Local paper business article, free sheet info link to GIS, link to English Heritage members.
• All of the above!
• Through links with schools
• Easy links across websites
• Increase knowledge of it's existence and what is provided
• Links with website like the modern antiquarian
• It seems that tracing your family tree is now a popular pass time, maybe the site should be linked to some of the family tree tracing sites
• Stop using jargon like SMR - provide a catchy name that will tell people what and who you are in a way that they will remember it. The services offered are brilliant but the name is not particularly
• A more catchy name!
• More publicity, needs to be made exciting and possibly local to particular areas, maybe via district and borough websites and publications and in libraries
• Information in local newspapers
• Through educational routes, affinity groups such as museums, heritage groups, obviously libraries
• Community locations could adopt a site or activity and follow the progress or development, with interactive projects related to them.
• Publicise local history more as this is the only real interest that I can relate too.
• Tie in to the leisure industry in surrey as people are always looking for something to do that is interesting and local, i.e. surrey advertiser, local papers etc
• Through poster campaigns and local radio. Also adverts in the free newspapers, i.e. review and informer
• Visit schools
• Children's event for the whole family to join in.
• Use a name, instead of an acronym
• The conservation group could make SMR more appealing by taking a proactive interest in local heritage - local people would notice and this may generate interest. This would also help to increase publicity
• I can only say that I look in libraries, public offices and other places that I visit (such as stately homes, landscape gardens etc) and pick up leaflets or read posters to find out what else there is
• Advertise or submit articles to local papers
• Offering workshops in libraries to publicise
• Advertise yourself more.
• Making it more available and aware of what is on there.
• Website links
• Feature on the SCC website/ more publicity in local media
• Stop using abbreviated titles etc. Inform public that information is actually available e.g. locale papers
• Posters
• I have no idea.
• Better use of advertising the service such as local press etc
• Regular articles on places/monuments of interest in local press
• Overlays on SCC external website GIS mapping
• By mention in some of surrey county council's publications e.g. surrey matters etc
• Possibly make it more visual aesthetically pleasing.
• Make information available through the media. E.g. Local newspapers, local television.
• Not sure
• Have some way of identifying sites on the ground (worked well with the blue plaques on buildings in London) so that people are more aware of what's around them.
• Help them to understand why it would be enjoyable
What a shame I’d never heard of this before?! Awareness of this resource seems to be the issue - together with helping people understand what they might gain from it. Launch it with something that

Visual and accessible information

Unsure

By ensuring that any online facility is accessible, simple to use and kept up to date.

Links such as the one you sent me via Lotus Notes. Information on s-net.

Get a famous person to back it up and have a big splash in free local newspapers

Make the first page on the website the site menu not a general introduction. I dislike having to hunt for what I want. I think it should be obvious on the first page. Ask an 8 year old child if they

I do not know

Lots of pictures/photos

I feel schools and libraries are the places where this type of service should be promoted

Don’t know

Leaflet drop??

Place articles in local papers.

Current projects - field activities?

Publicity articles and features in local press and radio, easy to access information on the web and brochures that are in main public locations e.g. Bus stops, rail stations, car parks, high streets

Maybe put an article in the local paper or on the radio.

Articles in the local newspaper

News board, publications in accessible places. The beginning of this questionnaire (q2) refers to a leaflet attached that I cannot seem to find - so that’s not a good start.

Advertising campaign

On-line access

More exposure - perhaps press articles, also could you link in with surrey’s environment newsletter, or even produce a separate one? Do you produce education packs for surrey schools

Talks at schools would be useful. Also, linking your historic knowledge with our engineering works would be of value to the public. I am frequently asked for historic information about the bridges I

Advertise in library

Advertising inclusion in heritage week, showing sites of interest and viewing details. Including information in local information centres.

A website with regular stop press articles to remind people

Easily accessed website/colourful simplicity/good marketing

By publicising in community oriented places such as doctors/dentists/supermarkets/banks etc

Interesting high profile articles in local papers.

Keep it simple and inclusive
It seems so vast it can be off-putting, as not sure how one will find the desired info. Simple information about how to search and what is available would be useful.

- Make its existence more available to people
- Easy to use on-line information possibly with a small charge or membership fee.

10.13: How does your disability or long term illness limit your access to the SMR? (Surrey CC staff non users)

- It doesn’t
- All sites should be accessible for all disabled people
- Arthritis in both hips
- I care for my husband who is a wheelchair bound double amputee.
- Helpful if there is disabled parking and no stairs.

10.14: Occupations (Surrey CC staff non users)

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Admin officer</th>
<th>learning centre administrator</th>
<th>Assistant library manager</th>
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<tbody>
<tr>
<td>Transport engineers</td>
<td>Admin officer</td>
<td>learning centre administrator</td>
<td>Assistant library manager</td>
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<tr>
<td>A&amp;CC services PLD, team manager - Mallow crescent</td>
<td>Admin officer</td>
<td>learning centre administrator</td>
<td>Assistant library manager</td>
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<tr>
<td>Accommodation development officer</td>
<td>Admin officer</td>
<td>learning centre administrator</td>
<td>Assistant library manager</td>
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<td>Accountant</td>
<td>Admin officer</td>
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<tr>
<td>Admin</td>
<td>Admin officer</td>
<td>learning centre administrator</td>
<td>Assistant library manager</td>
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<tr>
<td>Admin assistant /mother</td>
<td>Admin officer</td>
<td>learning centre administrator</td>
<td>Assistant library manager</td>
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<tr>
<td>Admin asst</td>
<td>Admin officer</td>
<td>learning centre administrator</td>
<td>Assistant library manager</td>
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<tr>
<td>Admin officer for surrey county arts</td>
<td>Admin officer</td>
<td>learning centre administrator</td>
<td>Assistant library manager</td>
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<tr>
<td>Admin officer county arts</td>
<td>Admin officer</td>
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<td>Admin officer arts</td>
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<tr>
<td>Admin officer Adult &amp; community</td>
<td>Admin officer</td>
<td>learning centre administrator</td>
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<td>Admin officer</td>
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<td>learning centre administrator</td>
<td>Assistant library manager</td>
</tr>
</tbody>
</table>

www.themarketresearchgroup.co.uk
chair of PTA  
and also help to I  
Assistant support officer  
Assistant team manager  
Assistant transportation development control planner  
Asst team manager  
working with adults with a learning disability  
Asst transportation dc planner  
ASW  
ASW  
ATM  
Audit  
performance manager  
Auditor  
Auditor  
Behaviour support teacher  
Behaviour support teacher (multi professional team)  
Benefits & charging advisor, adults & community care  
Benefits advisor  
Benefits and charging advisor  
Building historian  
Bursar  
Business consultant  
Business consultant  
Business development  
Business development  
Business development manager  
Business supervisor  
Business support manager  
Capital strategy manager, school planning  
Capital strategy manager, school planning  
Care manager  
Care manager  
Care manager  
Care manager  
Care manager  
Care manager  
Care manager assistant  
Care managers assistant  
Care manager  
Care manager  
Case officer  
Case officer  
special education needs  
Cataloguing support officer  
Centre manager  
Centre manager for ACL centre  
Change manager  
Chartered civil engineer  
Chartered town planner  
Children’s information officer  
Children’s information officer  
Children’s support officer, surrey children’s service  
CICT  
Civil engineer  
Civil engineer  
Civil engineer  
Civil servant  
Class teacher  
Clerical  
Clerical  
Clerical officer Committee manager  
Committee officer  
Communications officer  
Communications officer  
Communications officer  
Communications officer  
Community support services co-ordinator in mental health, adults and community care, SCC  
Contracts manager  
Contracts assistant  
Contracts manager  
Contracts manager, adults & community care contracts team
Corporate policy officer  
Council officer  
Countryside management officer  
Countryside management officer  
County councilor  
Customer care manager  
Customer relations manager  
Day service officer  
Day service officer  
Delivery officer  
Delivery officer  
Deputy Manager  
Residential care  
Deputy registrar  
Development office - mid surrey - for adults with learning disabilities  
Divisional rights of way officer  
Draughtsman  
Duke of Edinburgh’s award adviser  
Communications and development  
Early learning assistant  
Early learning assistant/eycs  
Educational psychologist  
Employment support officer  
Engineer  
Engineer  
Engineer  
Engineer  
Engineer  
Environmental assessment officer  
Estates technician  
Estates technician  
Estates technician  
Estates technician  
Executive assistant  
Facilities coordinator  
Finance  
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Finance officer  
Finance officer  
Finance  
Finance systems manager  
Fire & rescue service manager  
Fire and rescue service Fire officer  
Fire officer  
Fire officer  
Fire officer  
Fire officer - arson task force manager  
Fire officer - station manager  
Fire officer - surrey fire and rescue service watch manager  
Fire-fighter  
Fireman  
Geophysicist  
GIS officer  
Graphic designer  
Group manager, traffic & road safety  
Head of culture SCC (have given work postcode above as would probably access from work)  
Health advisor  
Heritage strategy co-ordinator, surrey county council  
Highway engineer  
Highway engineer  
Highway engineer  
Highway engineer  
Highway engineer  
Highway pavement engineer  
Highway steward  
Highway steward  
Highways engineer  
Highways engineer  
Hr consultant  
Hr consultant  
Hr officer  
Hr officer  
Hr officer, surrey county council  
Hr team administrator  
I work for SCC but have a keen interest in history. This is why I would use the service in the FUT ICT programme manager  
ICT project manager  
Information assistant  
Information assistant - surrey libraries  
Information officer  
Information officer  
Information officer  
Information officer - surrey county council  
Internal business consultant  
Internal business consultant  
Interpreter  
ISSP project worker - yot  
It business support
Registrar
Registrar of
births and
deaths
Registrar of
marriages
Registration
support officer
Registration
support officer
Researcher
Research
officer
Researcher
Researcher
Residential
social worker
Resource
assistant
Resource
manager
Resources
assistant
within library
service
Resources
manager
Resources
manager
Resources
manager
Rights of way
assistant
Rights of way
officer
Rights of way
officer
Rights of way
officer
Rights of way
officer
Rights of way
officer, SCC
Rights of way
officer, surrey
county council
Road safety
assistant
Road safety
officer
Road safety
officer
SCC executive
director for
sustainable
development
SCC road
safety
engineer
SCC
SD/transportation,
materials
engineer
SCO/CO
administrator
SCO/CO
administrator
Secretarial
assistant
Secretarial
assistant
Secretary
Secretary/boo
k-keeper
Sen case
officer
Senior bridge
engineer
Senior care
manager/social
worker
Senior
community
care lawyer
Senior
customer
service
development
consultant
(research and
consultation)
Senior
engineer
Senior
engineer, SCC
local
transportation
service
(Woking),
Senior finance
officer in the
transportation
group,
sustainable
development
service, Surrey
County
Senior GIS
developer
Senior hr
consultant,
customer &
staff relations,
SCC
Senior library
information
assistant
Senior library
manager
Senior local
government
officer
Senior
manager
Senior
manager
(information)
Senior
occupational
therapist
Senior OT
Senior payroll
officer
Senior
planning
officer
Senior traffic
engineer
Secretarial
Sign language
interpreter
SNR engineer
Social
inclusion team
librarian
Social
services-
consultative
officer
Social work
manager
Social worker
Social worker
Social worker
Social worker
Social worker
Social worker
Social worker
Social worker
also a tour
guide
Social worker -
sessional
Solicitor
Solicitor
Solicitor
Solicitor
Solicitor
Soon to be
management
trainee (start
Jan)
Special
educational
needs case
officer
Station officer
fire and rescue
Station officer
fire and rescue
Station officer
surrey fire &
rescue
Student social
worker
Sub officer fire
and rescue
Superintendent
registrar
10.15: Any other comments (Surrey CC staff non users)

- A few years ago a local historian, and groups of actors, did a series of plays in villages around Woking, and finished with the complete set, by way of play lets all around Woking Town Centre - it was extremely informative and good fun
- Absolutely appalled with myself that as an information professional who provides information in /on Surrey, I had never heard of this resource!
- Alan Brown, Chairman of The Godalming Trust, is aware of much local knowledge and photographs in the possession of members, if you are interested in accessing these please email me.
- Change the name - terrible acronym sounds like a tilting train?! Good to be short and snappy - but I'll never remember it. how about a competition within the county to dream up a re-launch customer focused name?
- Countryside Project Officer
- Desperately looking for more information about the institutions for the 'mentally handicapped' in Surrey (biggest concentration in Europe). Would love the opportunity and support to make an oral history with the people who actually lived there before it's too late. - Hospitals such as The Manor, Long Grove, West Park, St Ebbas, Queen Elizabeth’s, Horton, Nethern etc. We are about to develop a project base on the Bourne Hall site in Ewell - very keen to think about the previous history of the site in a very visual / practical way. When I told our service users we would have archaeologists on site when the car park was being dug, people immediately talked about Time Team!
- Didn't like the "instruction" that was under question one "If "No", please read the attached SMR leaflet" - this does not sound friendly, you are asking for help here!
- Good initiative to survey opinion like this. Hope you get a good response
- Good luck with the survey. I'd be interested in hearing the outcome.
- Hope to pursue my interest in history when I retire or scale down my hours from full-time to part-time.
- I am interested as a resident within surrey to the vast heritage we are the current custodians. Also my organisation is interested in working together to maintain and protect the above, using whatever means appropriate and our abilities or your own
- I believe the heritage building is due to be built on Victoria Way Woking. I recall that an artist’s impression was that it looked like a box. This should be redesigned to fit into the area and invite people into the building. If I have that wrong ignore this comment. The heritage weekend was really informative.
- I can see this is a very interesting topic but I do not have the time at present to pursue it.
- I have a degree in Environmental Geosciences BSc (Hons) and would personally like to become involved in the local projects of volunteering
and updating data. I would be grateful if you could let me know of any projects or further information in the area I could help on.

- I have never used the SMR because I have never got round to booking a time at Kingston but I would love to use it, can it be networked to other sites?
- I have responded as though I would use the site occasionally for work
- I look forward to hearing from you shortly.
- I look forward to hearing from you, and I am very interested in local history, local environments and factors of local interest.
- I said earlier I wasn't interested but having read the list of online options probably would be if I knew more about the topic! Maybe going into schools would enthuse children who would then drag their parents to sites in Surrey and educate the rest of us!
- I think I would have assumed SMR to be part of Surrey history Centre in Woking, not in County Hall.
- I think it is essential to have this information available on line - a lot more people would be able to access it and to browse through for general interest where they have no specific requirement
- I think it would be excellent to link it to projects children are doing at school - games on the website always go down well.
- I think that contacting people directly either by post or e-mail is a good way of canvassing the opinion of local people but also of letting them know that these services are available.
- I think the section do good work and interesting work. Good luck with the project.
- I think this is a very worthwhile project, but you must contact people who would not normally have an interest, but may want to know e.g. the history of their employers, school, buildings, even pubs or a sports team
- I think your ideas are very good, especially the on-line info areas. Good for the public and schools. Good to spread the word in libraries and tourist offices for those who do not go on-line much
- I was put off History at school as it was taught from books. Learning via the internet and in a more proactive and interactive way is far more interesting, enjoyable and appealing.
- I would have liked to be able to maximise this screen but didn't get the option
- I would like to be able to get a walking, biking, car ride route, with a map & info, between interesting sites - selecting from menus my parameters like where (general area), distance, transport means, types of site interest, and let the auto-route feature work it out. And/or follow historical routes.
- I'm really glad that I now know about this service.
- It would be helpful if information was dated
- Keep up the good work
- Never heard of it before - get yourself on the S-net more!
- No Comments
- None
- Not very good if you don’t know, what SMR is. We do not have an SMR leaflet.
• Online information would be of most interest to me
• Photographs are very useful in conveying information, particularly to children at schools. Pathe News is now available online and I found some interesting information about a village I am working in from the clips. This included information, from 1951, about Roman archaeological digs in the area and film footage of two bridges before restoration in the 1960's.
• Please explain what ethnicity or disability has to do with this survey.
• Postcode given is home. Work is GU21. Would like work access link through SCC S-Net service. Could be source as well as user of info in work capacity.
• Sounds interesting
• Surrey has a wealth of Historic sites, not all of which are actively promoted.
• Teacher
• The SMR leaflet was not attached so I have no idea what it is about and unsure if I would be interested or not in accessing the website.
• There are so many questionnaires, I only spend time on ones I'm very interested in
• This appears to be a valuable service and should be publicised more.
• this could be of use to students at the university doing local studies or history and archaeology based studies.
• This information would be a useful online resource for the District Councils as well - how about a layer on the Surrey Intranet Map Service
• This screen can't be maximised, it makes it difficult for the respondent
• Whilst SMR is not particularly interesting for me, I can see it is really worthwhile and would be interesting to a lot of people.
10.16: Surrey History Centre SMR non users focus group topic guide.

- What other Cartographic Technology have you used?

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

- Cartographic Layering, are you aware of this technology?

- Would you be interested in using this technology if it was available through the Surrey SMR
  Were you aware that Surrey had tithe maps, OS maps, aerial photographs etc?

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

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

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

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

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

- Other Services provided from Surrey SMR
  Lecture series, excavations, things found, leaflets that provide history along walks etc.
10.17: Surrey History Centre SMR Exploring Surrey Past focus group topic guide.

About the Site and its Users

1. Show existing on-line SMR screens and ask which are most/least appealing, which are easier to use and understand. Make print-outs of pivotal screens to hand out. Get participants to rank them in order. Also show how sites work on line.

2. Would your users expect your data to be on Exploring Surrey’s Past? Would you want your data to be there?

3. What do you want your current / potential users to do with Exploring Surrey’s Past?

4. What potential barriers can you see for your users? How could we address those?

5. What support would your users need - direct training by you? Direct training by someone else? Web based training? Leaflets? Other means?

6. Would you want your users to give you information through the website? What format would you like that information in? Should we encourage people to submit oral history and sources, such as photographs, which can then be used on the site and added to the SMR resource?

7. What information should each Exploring Surrey’s Past record contain, e.g. period, sources and other obvious categories, but what about links to relevant other websites? NB do we need links from records to special events as well (or just include as an option).

8. How important are maps? What other Cartographic Technology have you used? Cartographic Layering, are you aware of this technology? Would you be interested in using this technology if it was available through Exploring Surrey’s Past?Were you aware that Surrey had tithe maps, OS maps, aerial photographs etc?

9. What sort of other resources should we put on-line? How detailed and in-depth should this be (see other SMRs examples NY state and BBC websites for map-based games, essays, PDF versions of ‘grey literature’ which is held in the SMR (possibly a nominal charge for downloading articles, as per electronic journals).

10. What benefits for your organization do you see in Exploring Surrey’s Past?

11. How do you envisage you would submit information to Exploring Surrey’s Past?

Outreach and promotion

12. How can the SMR and other heritage organizations reach out to Surrey communities more and become more widely used

13. What sort of subjects should we focus on? E.g. archaeology by borough, specific types of monument (e.g. castles, Norman
churches), important historical personalities from Surrey, local history, subjects with more relevance to local groups/communities?

14. Do you have any projects/work which you would like to link into the resource (e.g. as web page links or within the ‘Exploring Surrey’s Past’ website).

15. The SMR record is currently a ‘skeleton’ resource (that is, it holds an index is where more information can be found about a site, rather than holding that information itself). Would your group be interested/willing to supply information for leaflets and exhibition displays?

Project Development

16. What kind of heritage-related questions do you currently answer? How often?

17. Have you had HLF funding in the past that produced images or information which could be part of Exploring Surrey’s Past?

18. Are you planning any projects, which will produce information or images that could be part of Exploring Surrey’s Past? Will you be looking for HLF funding for those projects?

19. What evidence do you have of user needs? Of current web usage?

20. How important is Exploring Surrey’s Past, compared to other heritage initiatives within your organization/wider world?
### 10.18: Transcription of non user focus group

#### Surrey Transcriptions Focus

<table>
<thead>
<tr>
<th>Comment Number</th>
<th>Person</th>
<th>Topic</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1148</td>
<td>1</td>
<td>1</td>
<td>Well, all I was going to say was that I am not really ofay with the internet, so it is no good me saying anything about it….well I have one but I have to learn more</td>
</tr>
<tr>
<td>1149</td>
<td>1</td>
<td>1</td>
<td>Well, no, I was going to, because I have a training geological background, I always get a little bit Suspicious, I mean you did mention</td>
</tr>
<tr>
<td>1150</td>
<td>2</td>
<td>1</td>
<td>geology, how good is it?</td>
</tr>
<tr>
<td>1151</td>
<td>2</td>
<td>1</td>
<td>basically, the only records that contain the geological Straight across from the OS</td>
</tr>
<tr>
<td>1152</td>
<td>3</td>
<td>1</td>
<td>information are the ones that have been copied cards. We haven't been updating them regularly because</td>
</tr>
<tr>
<td>1153</td>
<td>3</td>
<td>1</td>
<td>very sort of misunderstood, by people who like to understand exactly how a geological map is made, and it is a very broad</td>
</tr>
<tr>
<td>1154</td>
<td>2</td>
<td>1</td>
<td>The trouble is, any specialist will tell you this, geology is use geological maps, they think that they have got the answer to everything, but don't made, and it is a very broad brush, there is no guarantee that you know, 200 meters, point, so you know, there is</td>
</tr>
<tr>
<td>1155</td>
<td>2</td>
<td>1</td>
<td>has a lot of this available on its website, I suppose, I don't us it, but to get a</td>
</tr>
<tr>
<td>1156</td>
<td>2</td>
<td>1</td>
<td>monument, you need to go to that site really reliable grasp of what is happening underneath your</td>
</tr>
<tr>
<td>1157</td>
<td>2</td>
<td>1</td>
<td>there has been an excavation, then obviously they Yeah, I mean on the database, I think it is a case of, if would know what kind of, you</td>
</tr>
</tbody>
</table>
1160 3 1 know, if it was sandy soil, acidic ….

1161 2 1 Well, no, it’s not that simple, because you get thin place…

1162 3 1 Yeah, I think what it is, it’s more to do with how it would of layer, I think that is how we record it

1163 3 1 Oh yeah, the archaeological content

1164 2 1 Yes, more than the actual geology that’s, you know

1165 3 1 In very simple terms on websites, I mean, the one here, the very easy to get round, but

1166 4 1 yesterday I was using the UK data archives one and you got to get in through

1167 4 1 Athena but even so you still seem to … you can find actually opened what you,

1168 4 1 the document that you want to open, you know, so they do vary terribly.

1169 4 1 I think the homepage, I think you have got to start with the links, however you want to present them, you want people to go into. Because my thinking of ways of the

1170 5 1 National Curriculum, which children can access not just for students, of course graduates

1171 5 1 my experience that work best are when they are simple to use, whether

1172 5 1 they have, like the one, you know that you showed us, the windows or whatever you
<table>
<thead>
<tr>
<th>Line</th>
<th>Number</th>
<th>Sentence</th>
</tr>
</thead>
<tbody>
<tr>
<td>1175</td>
<td>5</td>
<td>want to call them, there is a list of links, and the easy sort of linking that links from the homepage, going into the site that you want.</td>
</tr>
<tr>
<td>1176</td>
<td>5</td>
<td>to go and coming out again ….. And a general search, where you can put whatever the name of the monument or geographical site and see what comes up.</td>
</tr>
<tr>
<td>1177</td>
<td>5</td>
<td>Yes, I mean, yes, you have got to be able to do a specific search, something that you have got a bit of information about, a location or a type of monument, but then you also want to be able to think.</td>
</tr>
<tr>
<td>1178</td>
<td>4</td>
<td>I think that if you are talking about things like schools it helps to have it in layers going back from the homepage, from the homepage.</td>
</tr>
<tr>
<td>1179</td>
<td>4</td>
<td>you go into rooms that are quite big and quite general that make your way further.</td>
</tr>
<tr>
<td>1180</td>
<td>7</td>
<td>you go into rooms that are quite big and quite general that make your way further.</td>
</tr>
<tr>
<td>1181</td>
<td>7</td>
<td>down the corridors till you get to some of the very technical researchers, historians or post.</td>
</tr>
<tr>
<td>1182</td>
<td>7</td>
<td>search on some of these is they make the search in layers going back from the homepage, from the homepage.</td>
</tr>
<tr>
<td>1183</td>
<td>7</td>
<td>user immediately to information that they can't understand, and gives a negative impression of the site.</td>
</tr>
<tr>
<td>1184</td>
<td>7</td>
<td>to do, certainly you may do an ironage topic, but you may to what goes on from Mesolithic, Neolithic onwards, 2 directions, you must have attraction here would be able.</td>
</tr>
<tr>
<td>1185</td>
<td>2</td>
<td>You are almost needing, you get the preliminary on, but you also need to information, do you want to go further? Press, then you go.</td>
</tr>
</tbody>
</table>
| 1186 | 2      | to generate overlays for a limited area, you know, the data GIS, but it comes up with want to do the linear topic for a particular site as both directions available and possibly the is there, you don't need to have it on the main
1189 2 1 thought to be there, but not positive on it, there is this for the sophisticated ones some indication of what is sort of grey area where

1190 2 1 main SMR, but you need to know there has been things are observed, they are not good enough yet for the an observed when you

1191 2 1 Bitham, you know, you drive that at night and you are looking, you know, that was the hump in the road at see it

1192 7 1 deduced from the fact that the hedge goes wobbly, There are all sorts of things like deer parks which are but aren't necessarily

1193 7 1 constituted as ....

1194 2 1 camp, which is a deer park Well, it is link the kink in the country boundary on Caesar's

1195 7 1 yes

1196 2 1 it shouldn't be in Surrey, because that is inside Cromwell county

1197 7 1 That gives us extra funding, if we keep it from the next

1198 2 1 But that was excavated in the 80's I think and was

1199 8 1 computer buff, but I found the sites extremely In a negative sense, I am afraid I am again not a very good frustrating because, say for

1200 8 1 specific thing, I get the feeling that the Ashmolean instance I want to visit the Ashmolean and look at some doesn't want me to know

1201 8 1 that I won't go there and therefore, I find it terribly too much about the contents of the Ashmolean for fear frustrating, I may get a

1202 8 1 but then when I want to home in on something, superficial view of the rooms and what might be in them, they become extremely

1203 8 1 don't have any specialist knowledge coy, now it may be my lack of prowess of using it because I
I am afraid this is the sort of thing that helps me, in the street wanting to access that particular source, so I those you see, these are

alright, I may have to exasperate somebody in that the things I go to because I mean, there is a peg, then, particular section of a

I am told that it is stoneage by my children museum to tease out what I want to know, but that is stone,

website, which used to be duff and then they Has anyone had a look at cornucopia? There is a museum upgraded it but that is the

I think they must have bribed them or nearest to something that tells you what is in the atomallia, something as that is quite

detailed in what is in there

get on isn't it? And really, somebody organising it Part of the problem is the sheer quantity of what needs to needs to think carefully

just to picture the shape and the size is possibly about how much do you need as a preliminary thing, yes, enough for a lot of

know whether there are finely detailed pictures people because you do actually have to look at the thing or of the cutting edge and

trying to get to what is the most…. things like that, if its been done, so there are many layers,

on the web, quite a lot of it you can't access My perception is that there is a lot of good stuff available unless you pay for it, you

the British library anyway and lots of stuff, most might as well fork out the train fare or whatever and go up stuff is not on the web

and looking at the primary sources so sometimes there is no alternative than actually going
It's almost as if you want an index of what is in your primary source, rather than you know, I few type have one?

Can you have a search facility within a website? Would this

I think from a Parish point of view, may main interest is ask David Burgh some 2 or

3 years ago how do I look at the SMR and he said well I and I got the impression

that he was not very keen for me to go there, but obviously the moment a site and I

am not sure if it is on the redbull or not and if it is I would I might be able to add

to the stuff that you have got from local knowledge.

I think, I mean I am coming from (cannot understand what things in as well as taking

to be in, sort of structured local archaeology, structured landscape

you can pull out status and you can pull out archaeology searches so that you can pull out hill forts and roman villas, I think looking

quite important that isn't there at the moment is photos. One of the nicer

when they did images of England, and they put in sites I saw in that respect was and quite searchable was all the listed, well you

them still, but they put in all the listed buildings in know there were people wondering round taking photos of the country, or will do

from the old green backs which you used to have and they dropped the picture in, and they drop in the text to go and photocopy at
what I would like to see here is something where people can get in fairly quickly to lists of sites and then move to descriptions without feeling that they are being bludgeoned with too much technical detail, but also being bludgeoned by too much structure, originally reports like the one that we saw up there, which just sit down and read.

Are listed buildings (can't understand)

No they are no at the moment, there was a project with it hasn't come to fruition but we are hoping to put them on in the near future.

Again, coming back to my background, I am looking at it to children, I would say at the moment, I have covered all ages, right now, I am key stage way through the curriculum key stage 1 up to A level work really, and on that you would this from schools, and may be that could be set up as a project with all the local with the curriculum side of the schools

Checking ancient monument boundaries, are they…the various aspects of Reigate in recent years, and Tennant hall was most anxious to find ancient monument boundaries?’ and they said ‘bound to, we have got drains,
are not there and some local authorities do not know where ancient monument boundaries are which is appalling. I am particularly interested in this because during the last year I have actually been more or less responsible for (can't understand) in the county, and I think what local authorities have not bothered to find out from English Heritage is exactly where the boundaries, well how do they determine planning applications if they don't know where the thing starts. As poor, but they are improving with the monuments protection programmes would certainly like to see Sheffield entry boundaries put in. My main interest as I have said from the outset I think is I am here more in terms of what I am generating and turfing up vast amounts of information on specific sites in this county, how can I find out what you have already got? Because I don't want to sit down and send you loads of stuff that you already know. Well, I am not sure what I would be looking for from a site groups I am representing, local history society, and post grads at Kingston University be looking more at architectural information and of course, my own borough don't know whether that's included here in your terms of reference or not, but I think than these 2 groups

1247 2 2
1248 2 2
1249 2 2
1250 2 2
1251 2 2
1252 2 2
1253 2 2
1254 2 2
1255 1 2
1256 1 2
1257 1 2
1258 1 2
the moment, given the study periods and most would be, probably only go back to about 17th century, at of the researchers within

periods but if we were to do something like one of the history society would probably be confined to those the local village studies

further back information we would then be looking for much deeper and much

because I am on a society, Camberley society, I think that my comments would be rather proprial really Camberley is going through

disinterested in history in Camberley, who rite it quite an upheaval, there's a lot of people that are terribly off as a red brick army

the local history and things like the obelisk at outpost and so I am very, very keen to be able to research Camberley have been, and

council quite ruthlessly we now have some actual I have to say after the society has chased the borough markers on the site and

before, so we felt logically the park obelisk should be some importance given to the site which it didn't have called obelisk park but

Camberley park, so these are the sorts of things, and the councillors at full committee decided to call it any information I can get out

to push forward is more than welcome, so I am of sources like this, which adds weight to what I am trying really looking for provision

rather than anything else

next door neighbours to Camberley, and we have We have a slightly more specialise interest since we are quite an interest in the

industry to which the major collection, most of the heath land features which are cross boarder, the pottery stuff coming out of

Hampshire is in Guilford, and we have this strong
connection, and we are interested in all that has gone on. Trying to find the right

are cross boarder features and yes, we would 2 bits and pieces, so roman roads we are interested in, these
   1273 9 like, obviously, a marjory

there, what level of interest, has stuff been found, 2 index given against the other things that are said to be
   1274 9 and you know, we will

notes in SAS Wiltshire, this line coming up over 2 find that the alignments are not what we quite expected as
   1275 9 the hogs back

one is actually a different road, because it is 2 (Can’t understand) but why we can’t get that there, but that
   1276 9 heading towards the highway

because it does cross at York town there is a 2 and it’s split, and that is more complicated than you think
   1277 9 southern branch that is on

interested in the boarder pottery industry, 2 the main line. So we are fascinated by this mixture, we are
   1278 9 covering some of the major

that quite often these have quite a lot of 2 producing areas and we know from the listed buildings stuff
   1279 9 archaeological evidence around

when everything was stripped out, a lot of the sites 2 them, unless they were extensively restored in the 20s
   1280 9 were stripped, one I did

landscaping around it, so archaeological information was 2 investigate recently, that has suffered from major
   1281 9 not very forward in that,

are very incredibly interested in grey zone, 2 but one, information would like to know for researching, we
   1282 9 things reported but not

confirmed. But this is the more advanced stage 2

one to pursue, I mean, this thing presumably just 2 I think the boarder line boundary one is a rather important
   1284 2 cuts off when you get to

no longer in the county but chunks of my 2 Hampshire it stops, I’m essentially from Croydon, which is
   1285 2 interest are straddled by
1286 2 2 Croydon, Surrey and Kent.

1287 9 2 I think this is the important this to have a boarder zone
where we….a buffer zone, where by arrangement
you can borrow the stuff

1288 9 2 from neighbours, and it would say, for further information
see Hants web X

1289 2 2 The frustration I have, the way the Ordnance Survey first
gives 25-60 sheets, parish by parish and you
have just got white paper all

1290 2 2 around the edge

1291 4 2 I feel very inadequate because I have no background in
this at all, I am a Parish councillor, and I am
interested from our parish

1292 4 2 point of view. I am just an interested bystander, I would like
to have records, parish records, so that we
could perhaps publish it
to have records, parish records, so that we

1293 4 2 for members of our parish, so that they would know where
to look to find out about their own particular back
yard.

1294 7 2 Can I ask what happens about administrative boundaries?
Talking about sites, we have mentioned that thing
about having a little

1295 7 2 boundary round it but, administrative boundaries and roads
and footpaths and things full of significance,
how will they appear?

1296 3 2 You mean actually within the record?

1297 7 2 yes, or on your GIS thing

1298 3 2 That is something that we need to look into further, like I
said everything at the moment is just points and it
is pretty helpless if you

1299 3 2 are looking, that is one thing that we would like to
build into the well

1300 3 2 artists work and depending on the online resource, we
would be showing these things as they are actually
laying on the ground as
you would see them in an aerial photo, for example if it was a pot mark, or remains of a building, we would like to start recording areas.

but it is one of these things that we need to think about in more detail, it would take a lot of work.

On the question of boundaries, I would say we would like to see where the boundaries have been every time they have been meddled.

with

Exactly, yes.

There was a major meddling in 1933, where you lost bits and gained bits. And for interpreting historical records, they are quite tiresome to chase all these things down but you have to do it to make sense of what you are reading.

Continuing from Paul's point, one of the things that should be on it is the earliest 6 inch plans with their parish boundaries, because these are quite often the originals and they can be banked and ditched, knowing from working in Hampshire it is assumed that this is Winchester territory, the same that you apply (can't understand) is banked and ditched boundaries, so (can't understand) 100 senior parishes are banked and ditched, but rurally they do show, and if you are lucky, them, a good Saxon charter, it is very traceable. If you find the right starting point, if you don’t, We have a particular problem, because the northern half of the parish is being systematically quarried for various minerals and restored in a sort of way but you can not today see very...
much of what was there before, whether Aerial photographs exist for before

1316    8    2    the quarry I don’t know

1317    9    2    Possibly a lot from the 1960s

1318    7    2    Ariel photographs you see is a whole other ball game as
well. If you are looking for facilities that are an overlay for early ordnance

1319    7    2    survey. Is there any resource of Aerial photographs that
could be brought in or would you have to dig that from somewhere else?

1320    3    2    I know that the council has been working on digitising
studies that we have had but it does take quite a lot of resources

1321    7    2    Are they blanket coverage or are they one man is his
aeroplane?

1322    3    2    They are blanket coverage more or less, but you have to,
the thing is when it comes to plotting them onto

1323    3    2    one of these geographic systems they have to be rectified so that they actually fit,
and it is actually quite a lot of work involved,

1324    3    2    but it is certainly something that there is a demand for it, it could possibly you know..

1325    9    2    The multi map thing which is free on your computer, I find
quite useful

1326    9    3    We certainly find that the publicly available Aerial photographs on the web, when you start playing with them,
in contrast, produce a lot of information, yes, what you want if you are putting it on
the web, or maps and that, you want them to be the highest quality so

1327    9    3    that people can play with them and get their copies, even if it is just feeding it through the Xerox machine

1328    9    3    up multiple times, this tells you a lot, this is the roman road

1329    9    3
hunt, it is quite relevant for earth works and all sorts of things

1330 2 example, and my impression has been that the
1331 2 got the data from around the edge which is vital,

1332 2 well you need to know that if it wasn't published

1333 2 maps, essential bit of information are missing.

1334 2 but they need to be most depth

1335 8 a way they have too much on them, so it would

1336 8 take stuff away often, as well as add it on

1337 2 contours only, initially, it is very good for landscape

1338 9 off the Aldershot, Surrey boarders, they contain
1339 9 ordinary OS map, and when you get to the modern

1340 9 because it is done from Aerial photographs

1341 1 Yes please

1342 8 whether it is a good idea to start trying to

1343 8 for having some things on the website we are

One question about this though, because this is so good, incorporate it all into one

website or whether you should be looking at producing this talking about here but
the listed buildings, where you can either put the listed
do that from scratch, or

you can simply say here is a link to a site that has pretty

Yes, that is quite a good point actually, because one of the
was, well what can we

incorporate into the database, and things like the listed
think, well is it worth doing

that or is it worth linking to it, or do we ask them if we can

Also, I think different archives are going to structure their
data template, isn't it true

the structure behind what you have got here is still a very

I have been working very hard to improve it, yes

But whereas people like the mills archive are really based
really, if I remember that

they are thinking of (can’t understand) and rivers rather
based on the earth’s surface

rather than you know, administrative boundaries

Yes, I mean, when it comes to things like that it can be, I
person, but I know that you can

get round it by tagging things in specific ways so that they
how that website works

so it is possible
But if other people are already doing their sites anyway.

Sorry, do I understand that this is currently available?

I don't exist for Surrey then?

how much, sorry this is possibly a naive question, but how
monument record? (none at
the moment) I just wondered as a few years ago I went
and just, you know, they

were showing, not this, not as sophisticated as this, but
photographs, and I just

wondered

I am terribly concerned that vast swathes of cash are
this type of clever sort of

stuff but the primary source of material in the libraries is at
yesterday and I understand

that it is at risk of being shut down and sold off. Because I
rental or something for

the third floor of their building

This is a way increases the use enormously, because they
in those offices

I am not arguing with the use, I am just saying I am very
materials

The money for the preservation of that primary material is
people, I am certain, that at

time either microfilm things or they stick it on the web and
Yes, a very beautiful nasty is the microfiche version of the size of the original print you realise that and handled it, you realise that accidents can to be able to get hold of generate, photocopies of the 1816 printing, but if you want

Developers looking for blank territory, minimising risk, but of course a blank territory is also the area they will want to know There are jolly good reasons why it is blank

I have put an awful lot of data into the public domain, DOE a few years ago did a nation wide survey of mining and stability, and you may be there are just in Surrey, there is no county in the British isles, I think maybe with the have at least one mine.

No, they have got a mine

Have they? Well, this is what the DOE report said at the published and a wildly expensive read, Surrey county council said they were too eastern volumes, too much for £50 quid, I said that I have got one and I am not you

talked about bombs)But that comes back to the where we have had to produce
evidence that it had a big crack going down the wall not because a bomb hit it

The other sort of substances building close to the boundaries or on a ditch. It is probably worth have list of buried pipelines on it and colour them, there, yes, Aerial photographs

Advertising information like that is potentially a security risk, you know, you are letting people know exactly the right places to you know, a network of fuel pipelines connected to Gatwick airport

Yes, as they are so old, that is now almost historic in their own right, it is over 50 years old

If you are talking about pipelines, there is one in Epsom that you could blow up, the old Pluto one well be on it

yes, but that is something that should be listed, which could

Another element with this sort of thing, you know, there is a difference between providing research information where if there is an error in it, it doesn't matter particularly because researchers will send you a polite note saying 'it wasn't there, it was in the next field', but if people are actually going to make sort of, security or money conscious decisions here, you know…

Well, it is almost a warning that you should look for buried features in this territory

I think that you have got to say, you know, this information is being provided to you, but you have to confirm

You see, a major 17th century house could well have a big drainage problem, quite a small Jacobean house has a culvert into which you can insert ones head and shoulder, and that is quite a
depth, it is about 6 foot

1404  8  5  There are a lot of wells

1405  6  5  And some of them are actually storage chambers, rather than a well, because you can have one of these elaborate water supplies

1406  6  5  from the roof, feeding in, the surplus then goes off down the drain

1407  2  5  There is a massive database of wells well (can’t understand) by the British geological survey, clearly there are thousands and thousands of them.

1408  2  5  of little one cottage dwellers that no one will ever have heard of

1409  6  5  Yes, the sort of surface well and then there are the really deep ones

1410  5  6  (games) For educational value or entertainment value?

1411  7  6  I mean, have you seen any in museums or whatever? Quite a lot of places have started putting a computer box with games in

1412  1  6  Yes, BBCi have got some sites a bit like that

1413  3  6  Yes, the one with the recent election results and it bought up states and things, it works on a similar

1414  1  6  Well, it depends how much money it has got

1415  9  6  This looks like an example of a website that is not user friendly

1416  8  6  The Chinese government website is quite user friendly... a host to a Chinese chap from china and he said that it is worth looking at

1417  8  6  and I did but you end up, because it goes through the town friendly. It ends in chinagov
something. You can wonder into it through google Not as we are looking at it at the moment No I can’t say that it’s… Parish…because you can then go into the various histories of it and…. I can’t help wondering if it is the sort of thing which it is was looking at, I was in Norwich, and they have got a very electronic, they have got got a kind of visitor centre and there new library, and it was one of those ones, you directed to go off and find things, and you know, you could spend about 10 mins, in him to go places and in the end you had gathered very little information but you could you know, that was all, it was like the designers knew how to produce nice graphics historical content that was coming up was very little I was going to say that I can’t think that it is a priority in that no people go to look at the site just because there is a game, I think, and also, I think that it is a separate development, we are looking at maybe value because just finding it, you know, looking for it or can I find that particular it and probably enormous
expense to set it up, so I think

Some subjects lends itself to games, I mean build you own
you have to actually think

that makes you think about all the little things, yes, but

Maybe a link to a BBC site that already deals with

And as a retired teacher I would say that there is nothing
beside it and explaining

it all, you know, it is far better than all this stuff on the

I can give you one hopeful ray on that, I was in Cirencester,
just re-opened their museum

after 3 years major facelift in which they have put mosaics
things like that, and though

I would take difference about the interactive material which
things, there were, while we

were there, at least 6 schools pass through, so it is very
there were school parties

coming through and quite co-ordinated and kept together,

I think at the same time we must not forget that technology
Surrey schools, because

they are interactive whiteboards, some schools have
I think, publicising what

you have got and involving the schools in the partnership in
Because teachers are not
1447 aware, I mean I don’t happen to be a geography, no a
they could link in with

1448 whatever they do, to something that is local. And then they
you could have enormous

1449 educational value in it….I think that involving the schools
of it will be a success

1450 Something I got publicity about was the adopt a monument
scheme, have you ever come across that? You
1451 find a lonely stone in a
then they do, they do class room work about it,
and go round and scrub

1452 the lichen off it or whatever

1453 Well, the lichen are a very important resource in itself

1454 I digress, I am probably thinking of tomb stones, but what,
English heritage run the scheme, and the thing
about this is that you

1455 could, that is something that you could put in on here, at a
does your school want

1456 to adopt? It doesn’t have to be archaeological, it could be
an SMR or a medieval structure or something as
long as it is some kind

1457 of a listing

1458 I still think that the best way of gaining publicity, involving
schools, is the old fashioned competition.

1459 from a making contributions as to how it can be used and
they come up with the ideas

1460 But if you did that say once a year, sort of sending your
Christmas card with a monument on it, you could
advertise that couldn’t
Whatever, what you would like to see, how you would use and discussing it, you could set a few competitions aimed at different age groups, best to tell you what they want as far as the educational content is concerned.

I think that it is personal more than commercial. I suppose you can try a stinger if you can, but most people will go into it personally. Are you asking the question from the point of view for potential revenue?

I think that one of the problems with these sites is they are invariably downloadable aren't they? Can you prevent anyone down loading from them? (whole thing?) The screen?

No, I mean, the thing is with the SMR data would be put to what it's held in the office we wouldn't mind so much people downloading copyright associated with the photo. When it comes to maps, a lot of the existing sites you get a crest, or what ever, of the county council.

Not thinking of commercial as in publishing it, but does that prevent someone making commercial use of it? if they were looking at information, unless the watermark happens to sit on top of these type of people who
have got stacks of money, probably not keen to spend it if

I think that most of these sites do have a disclaimer on
for planning purposes, you

know, please contact us on so and so, and the way the
download a lot but if you

were a consultant doing a report your client wouldn’t be
from this kind of site, I

don’t think it would satisfy council planners, but other than
can be built in, but that

would be something that the company developing the

Only a very tricky company would have the flat screen, and
it, but whether they are

up to it

I think it would be cheaper and quicker for them to come to

Yes, it would be cheaper and quicker because they haven’t
likely that the ammeter

would do this

You could build in different levels of accessibility, for
educational sites you can

download or access so much information, but when you
maybe bits of work on

particular literary works you need to pay a membership fee,
you allow the general
1490 5 certain level, and then more specific information 7 public, whoever they are the general access, but up to a
1491 7 and you half don't can sometimes be more 7 It's frustrating though, I think that sites where you half pay
annoying than sites where
1492 7 you can't trust anything for sort of practical 7 you pay, but you are talking about disclaimers, and sort of,
purposes or for legal
1493 7 get the information as it were, but you have to 7 purposes even, with birth certificates, is it not that you can
pay to get the certified
1494 7 up saying this is a map of Surrey and actually 7 copy? Is that worth doing? In the sense that you can stick it
put a couple of bombs
1495 7 statement from an officer saying, this is green 7 in at random, and say if you want to genuine actionable
field land and there is no
1496 7 pay for it. 7 archaeology on it that we know about then you will have to
1497 1 information, but if you are actually looking for a hard 7 Like the 1901 census, where you can get a bit of
copy then you have got to pay
1498 1 7 for it
1499 7 potentially going to have to pay to have it 7 if a company is going to pay for planning application and
queried, is probably going to be
1500 7 7 quite happy to pay to have a certificate
1501 6 7 As a provision, as far as it is known at the moment.
tell us
1502 7 7 Yes, you know, if you find a roman villa, phone us up and
1503 2 8 Yes, but on paper, or on a disk, not via some..
1504 6 have already been fed in, boundary work, which 8 Probably, will be feeding back, cross reference, things that
is boarder work and the
related to what crosses the boarder into Surrey

in but whether he has actually incorporated it

are quite important, because for Farnborough

attached to that site which may be of use when you

that one needs of the boarder zone.

they would be quite happy I think to, for you to go

information that is quite important to us,

the other thing that should be on the list is (cant understand) is just that,

between SMR and that but you never know quite

work has been going on.

Is it is site if it never happened?

do something and then nothing happens

Well, in some cases nothing happened, some cases they

And the plans themselves are never the less useful

yes the plans themselves

Even if the railway never happened
admittedly this is primary 19th century, so that ought to be quite a good map

and worth looking at

As you have gathered, a lot of my information (can't understand) is tracking down all sorts of very useful, and interesting local information, from the sort thinking of mineral stats

and I have quite strong links with the railway for (can't understand) from 1858 and very little is known history, I am always feeding

them bits of stuff about railways, found in the geological which there are tones

of it, it is full of amazing material.

And also it is a source that I think should be looked at more some of the potential

archaeological finds which may have been missed if they

it is very blurred between archaeology and geology

it is like, and where was roman Guilford? Is it under, no, is out.

There are 2 sorts of new reference, I mean there is new with a coin or whatever and

says you know, and there is new old information

Yes, because some things such as deeds, things like that

All of those that exist are pretty bad as they are done in a full of errors
1535 7 8 What is the issue then about the quality of information? Because at the end of the day if somebody sends a note in, you are as good as the person who has sent it.

1536 7 8 I think history and archaeology, I think people are going to have a good idea that something was found but when you come to giving the right period or whatever.

1537 9 8 What about putting in changes to the existing information? I think history and archaeology, I think people are going to have a good idea that something was found but when you come to giving the right period or whatever.

1538 9 8 Well, you have got lots of sites with references in for which there is a site history isn't there? Sort of, it was reported, and then found it is dead but I can't still see the earth work, and then there is usually a note then. There is a sort of, almost like history of entry on a lot of these sites.

1539 7 8 someone toddled along in 1960 and said the bloke who from 1980 saying haven't had any changes since still see the earth work, and then there is usually a note then. There is a sort of, almost like history of entry on a lot of these sites.

1540 7 8 Yes, that is one thing, we have actually updated the database to include the recorder information so that you could actually put it in chronologically and see what was happening in 1920/1930, but yeah, we are always looking for people to update it, and provide information, it is something that we ask for. For example, but we say, if you find anything then please tell us yes.

1541 7 8 researcher ask us for specific type information, including an update that says reference 1 is actually rubbish? yes.

1542 7 8 Are your updates tagged onto the end of the story, including an update that says reference 1 is actually rubbish? yes.

1543 3 8 because a lot of what local societies could I think yes, so that you read your way down the whole thing, profitably do, if this is going.
1550  7  to be sort of flagged up, is go back over, you know the
existing, you know, it is alright for me as I have got
a small area, but I look

1551  7  at it, and I think, oh that is so and so and so and so, and I
know what happened to it, or indeed in some
cases, you know that site

1552  7  is not accurately described, I can feed in a bit more

1553  8  Yes, there is a strong case for encouraging local scientists
to do the cross check on that as we have done
a certain amount for

1554  8  the Hampshire one, over certain areas

1555  7  Also, I think in the highest belief that the local societies like
doing historical work for free

1556  8  Coming back to talking about oral histories and so on, you
presumably have a boundary position against
this institution here that

1557  8  collects that sort of material, there is no point in duplicating
the whole thing

1558  4  this might be a point of interest, I know that some SMRs
have started thinking about creating records for
kind of folk history and

1559  4  ghost stories and you know, goodness knows what, you
know, as a way of expanding into local history

1560  7  I think we have always regarded it as a sub function of the
planning department, multiple occupancies

1561  6  My perception of history teaching is that there is much
more emphasis now on the process than on the
content, assessing the
thing, that is the key thing, the content is the
irrelevant local… and the
1562  6  trouble I think with this is once it is up there, it is like, I read
it in a book so it must be true, and I think we
1563  6  are one step back from
being invited on consider what is the worth of that weighing up, and even children, a school trip that I have

that and why did they write or say it. the worth of that piece of evidence and who wrote or said

putting ghosts in, it gives them something to weigh So in a way, the more that you put in, even if you start

up, I mean they can either say it is nonsense or it isn't

that what is in there is pretty reliable I would rather have this thing on gold standard, we know

diplomatically, which is based on what somebody said to But then you have so much in already, he said

(cant understand)

actually access it, I am quite happy to try and do You could have very short teachings to show you how to

it but you could just do one thing wrong and be terribly frustrated, if somebody

could just sit there and tell you exactly what to do

and perhaps we are a minority on computing, I I think that as far as dissemination is concerned, certainly,

think that if you were to produce things say, on video or DVD which could be

borrowed from a library, like a library book, so we could, you know, we would

windmills, or whatever, now, we might not be have a browser and a list of things like forts in Surrey, or

grabbed by that but if we see

this, and alright, we might be brain dead while we

are watching it, but at

that that level could be very useful least it is giving us some idea of another dimension. I think

about the Shoreham airport, how you could use, I I saw a thing which came out of somewhere is Sussex

don't know where it was the
you can find out about Shoreham airport and it
all of the documents that could be found in the
as well, not simply the library that was
concentrated made you realise what could be
this as a big area links to a big drive in
Warwick university where the academy for (can't understand) education is
gifted children in education and local initiatives
things happening and then there are the bigger
initiatives, but it is just what do you do and where do you
exists and how they could get involved (can't understand)
archaeologists, Guilford, you know would take
target audience then, because you can interact, it is
that would work well unless somebody was there,
interested in? Which could be any of a hundred things, we
people through and saying, oh look, what are you
can find it for you.

I think it would promote for example local history week, we
why not have a local

what is available?

We have it in May

We have it in May, and then there is something up in the
anyway, there is so much

Surrey, London overlap anyway

We have, I will try and express what it is, at the guildhall, I
together of a lot, of

fairly high powered actually, a lot of them, local history
what it calls itself and it

is a day long thing (promote?) They do, they do, and they
have a stall there

And it is very multi disciplinary,

Before we go, could you tell us to what degree we can
access the thing at the moment?

Well, you are welcome to book an appointment with me to
give me a phone call

or drop me an email and ask for some information, and I
to email I can email it

across to you

But nothing exists on the web at the moment?

No nothing. I have got some web pages on the county
council website, and you can download and enquiry form and our guidelines

1608 3 9 other than…but no there is no actual for users, which gives all the usual information for anything

1609 8 9 And you office is county hall?

1610 6 9 Sussex and Kent, Kent recently published, and several and they map everything

1611 6 9 but that's on paper, presumably (cant understand) they
could quite easily put it online

1612 9 9 So this is a sub page in the county council? And does the monuments record?

1613 1 1 User friendly is all important thing, it really is, that's hitting the nail on the head

1614 2 1 Thinking from a child's perspective now, in primary schools, one, that is very

1615 2 1 accessible for adults and children

1616 3 1 Yes BBC history

1617 1 1 Yes, they have improved a lot over the last few months

1618 3 1 They have,
1619 1 1 Haven't they? When they started the people at war, that few weeks they had

1620 1 1 worked it up to a very useful site

1621 2 1 Yes

1622 1 1 We are getting there, yes
always find good advice on that is that if the children can
use it, from say 10 upwards, then they can
teach the adults, and they are

the best teachers at that

Yes

Historical period, would probably be where we would most
want to start looking at it from a primary school
perspective

Yes, yes

And personally that is probably where I would want to look
at it as well

Yes, we did a thing for our local schools, starting about
like, so yes, we virtually

a timeline basis seemed to work

Well I have both been local historian, one always starts
with the place, obviously beyond that you have got
your inter-subjects and

periods and all sorts of things, I mean I wear several hats,
to do, I mean, I have been

database, the best I know is Surrey, catalogue of here, I
not to be touched by the

unwary. And you do have to have quite a good shot at it to
know where to look, but I

think all there if you know where to look is not quite good
have so much on. I have

been playing with the DOB one too, because I have wrote
been tapping away. Literally
huge scale but because you can search on any word you like you can get

have died there actually, but you know, it is marvellous to find all these

things like that without too much effort

question that you are asking as to which you would start with, so you have
got to have all approaches, because you can't predict a you, I mean, I can't see

question…well they are good examples, yes, but that there is any one of those that would satisfy any group

of people I always find that bottom up, working in a primary confident, children at school now

environment, it is those children that are so ultra confident with all the software and hardware they inspire the older

that we are using, and if you get them interested generation, which is their parents, and they can teach their from the bottom up then,

teachers a thing or two as well, and it comes and they then get their grandparents involved and it as long as they can access

gradually spreads out from the younger elements, so sites, they are likely to use them

If you are doing family history then you need family names

through their curriculum at school, and once Yes, all sorts of different links, you know, the first way in is they are in there are many

ways in which they can branch off for personal interest

Buildings, historic buildings
<table>
<thead>
<tr>
<th>Line</th>
<th>Number</th>
<th>Text</th>
</tr>
</thead>
<tbody>
<tr>
<td>1652</td>
<td>1</td>
<td>Yes, but when does a building become historic, because I</td>
</tr>
<tr>
<td></td>
<td></td>
<td>mean, locally we are loosing a lot of very fine Victorian, Edwardian</td>
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<tr>
<td></td>
<td></td>
<td>houses</td>
</tr>
<tr>
<td>1653</td>
<td>1</td>
<td>due to redevelopment, ok our local councillors have been</td>
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<tr>
<td></td>
<td></td>
<td>areas, they do have more</td>
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<tr>
<td>1654</td>
<td>1</td>
<td>control on the development and the re-development of these things</td>
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<td></td>
<td></td>
<td>and I think</td>
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<tr>
<td>1655</td>
<td>1</td>
<td>that our history society is (can't understand) so you could</td>
</tr>
<tr>
<td></td>
<td></td>
<td>go, say right up, to.........</td>
</tr>
<tr>
<td>1656</td>
<td>3</td>
<td>I think that it should contain at least every listed building</td>
</tr>
<tr>
<td>1657</td>
<td>4</td>
<td>You already have this listed buildings</td>
</tr>
<tr>
<td>1658</td>
<td>3</td>
<td>But with pictures and descriptions</td>
</tr>
<tr>
<td>1659</td>
<td>4</td>
<td>Yes, well that is coming online now with pictures but they</td>
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<tr>
<td></td>
<td></td>
<td>photographs, that is an ongoing project, that I think English</td>
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<td></td>
<td></td>
<td>Heritage are doing it, and there</td>
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<tr>
<td></td>
<td></td>
<td>moment</td>
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<td>1660</td>
<td>4</td>
<td>But I said, Surrey archaeology society did a list of historic</td>
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<td></td>
<td></td>
<td>1972, which is quite a</td>
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<td>1661</td>
<td>3</td>
<td>buildings, the last time that it was updated was</td>
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<tr>
<td></td>
<td></td>
<td>long time ago, it would include all listed buildings but it</td>
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<td></td>
<td></td>
<td>thought to be interesting</td>
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<td>1662</td>
<td>3</td>
<td>and there is a plan that they gradually want to update it,</td>
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<tr>
<td></td>
<td></td>
<td>know if anybody knows</td>
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<tr>
<td>1663</td>
<td>3</td>
<td>the late Peter Grey? He was co-ordinating it, but then</td>
</tr>
<tr>
<td></td>
<td></td>
<td>out at that point</td>
</tr>
<tr>
<td>1664</td>
<td>3</td>
<td>I am cataloguing Peter Grey's papers, Surrey archaeology</td>
</tr>
<tr>
<td></td>
<td></td>
<td>have done, some leave</td>
</tr>
</tbody>
</table>
course there are things like (Something) building
their records rather to themselves on the grounds
ones, listed and locally listed houses, Woking has
be put online
you?

You want to be able to link between those places don't

yes

To put in a search on the internet

yes

already exist in other areas, there is certainly an
had to. I know there is, (cant understand) the
about 2 weeks, I saw her last week, and that is
landscapes and that could be fed in as well
subjects and areas that you have got, you know, if
you want to look on (cant understand)

through this and you want to be able to link into things that
awful lot of link ups
Because most authorities have done it, I mean, they have
county has just appointed
a woodland officer as well now, she has been in the post
another area, the
landscape, the Surrey archaeological society do a lot about

What about organisations that are interested in both
you are looking at a local
area, it will tell you the name of your local history society, if
Barrows, then you know you
can get in touch with Surrey archaeological society, or
other interested groups call it, but particularly ones in the voluntary sector.

1681 3 3 county council sometimes does tend to rather than ones that are county council ones, because the sometimes rather forget about.

1682 3 3 things

1683 2 4 Tourists, as well, a lot of people who are tourists are also interested in historical aspects, I have just spent, things.

1684 2 4 3 weeks in Scotland, and my husband and I were looking at all sorts of sites in Scotland, so that we saw things beyond what the tourists same reason.

1685 2 4 see, so there will be people coming to Surrey for that very reason.

1686 1 4 We tend to get quite a few enquiries at the history centre, tourising because we are so near Gatwick, people over night think.

1687 1 4 I have a few hours to spare, I'll pop in the library and when we are there go 'oh, what have you got, the things history of this place, is there of that, so that's.

1688 1 4 a walk we can do?' or something like that…Fortunately, the borough and the town council have organised things like that, so that's.

1689 1 4 like, rather than just have no idea what the history was like, in the oldest thing we have got, well we have got a bible that is 25 years.

1690 1 4 older than our church, sort of thing, you know, that is about it.

1691 2 4 People doing adult education courses.

1692 6 4 Well, family history, people are doing.

1693 5 4 Communities societies and residence associations are always keen to keep an eye on the developments.

1694 2 4 Certainly in the Woking area, there would be quite a lot of...
interest in, for example, the Muslim burial ground, the fact that we have

1695 on, and because the mosque was here, we have got the first mosque, purpose built in this country and so quite a high number of

1696 there is quite a big interest, people do come from all Muslim people living in Woking long established and so over to look at the

1697 already, and that could certainly be included in your Heritage, they have someone run off the information site

1698 work with the museum, and of course we need Woking galleries have taken this very much on board and lottery money, speaking

1699 emphasis this for the grants and so forth and of we, I mean, I volunteer there as well, obviously one indeed, one more is 28%

1700 more in (cant understand)

1701 Muslim burial area, so there is quite a lot around here We have also got Brookwood which has quite a large

1702 Well, Brookwood is a lot more than just Muslim

1703 section of Muslim It is, yes, but there is a very large, there is a very large

1704 getting thing and layering them on top of each That is fascinating, I have been doing that the hard way, other

1705 that was absolutely appalling was that aero films I tell you one thing that we found, digressing very slightly, have no idea what they

1706 mean, they were the firm at one time. But have got in their archives at all, it was absolutely amazing, I they…they need to be

1707 they don't know where the heck it is, or it's chivvied up, I mean, they know that they have got stuff, but cataloguing or something
1708  1  5  like that

1709  5  yes, yes, very much so (comment by all to usefulness)

1710  2  5  As an interested person and as a primary teacher definitely

1711  1  5  We are using that for planning operations in the future, we

have recorded all the field names that we can

lay or hands on, so that

1712  1  5  when the 2500 houses get built in the future, you can have
names on the roads that actually mean

something

1713  8  5  I think that children as well, to actually see something

change rather than have to read it is so much more…

1714  1  5  yes, kids are fascinated with that

1715  6  5  I think that what you are saying is very good but my

question would be, to what extent are you keeping in

are doing the same as you

1716  6  5  Monuments and their revision of their operation and they

are doing the same as you

1717  4  5  yes, we have only just found out about that actually,

interesting, we do share data with them and obviously

being part of English

1718  4  5  Heritage they are very well aware that the sites and

monuments records are doing this, so I think it is going

plan to do

1719  4  5  getting together with them and finding out exactly what they

1720  5  6  Well, you can’t neglect one or the other

1721  1  6  I think they compliment each other really, because

sometimes there is a big advantage in actually being

able to have the like, some

1722  1  6  of the stuff we do we are fortunate that we have got 25 inch
some areas don't have that advantage but actually to just spread those out for the kids know, it's a god send, but also, this has it's place as well.

I had a very nice Christmas present last year of this map thing, Ordnance Survey map things where you can do the various layers

There is also something I have just seen called vision of Britain, done by the university of Portsmouth, which, I have only looked at it this morning so I have only looked at it this morning so I

As fresh as that yes, I mean it has documentation, it got (cant understand) and photographs and things

but it, I mean, everybody is doing similar things, one would sharing, you know

A lot of those mapping things are done at the Queen Mary archaeological society

is always talking about his work there so, so that is another

I forgot one thing when you were on question 3, which is whatever, that what about your post code?

yes, when you come across a website that has got a post code and you are researching, you are very glad

It does connect with the thing that I said I saw this morning,
1737 6 6 Yes map references

1738 3 6 I was going to say, you already had one did you for
ordination survey references?

1739 3 7 Probably also aware of what you call grey literature, but as
to how much you might have

1740 1 7 Well I didn't know that was what it is called

1741 5 7 They are the things which are living in council cupboards
and in society cupboards, yes, not necessarily

1742 4 7 the public realm

1743 1 7 They are the things which are living in council cupboards
coming to us for information for OU courses or

1744 1 7 well, when you have finished let us have a copy so that we
can put it up on the shelf, and we also get them
to send a copy to the

1745 1 7 history centre as well

1746 3 7 Yes, I do try and get all the dissertations and sorts of things
1747 2 7 You know, I have used what is here for school trips, but I
knew that there was access to all other sorts of

1748 2 7 have never needed to go into that much depth for primary
pupils. We did some local research on some

1749 2 7 local buildings in Byfleet and
us to documentation asking for more

1750 2 7 we were using the census and everything else, and that led
that had been there over 3 censuses, so that
documents about for example the

1751 2 7 Plough, the pub, so that was funny, but we found a family
about that particular establishment

1752 7 7 I mean, what would be useful, it might be outside the scope
of what you are doing, is abstracts of what is being published on local

1753 7 7 newsletter or magazine or all sorts of things and you history, because...there might be an article in a local
don't always know what

1754 7 7 dated things in dentists or doctors surgeries don't is coming out now. You often find these things in back
you? And think, I wish I

1755 7 7 had know that was coming up I could have used it

1756 7 8 What about promoting events?

1757 2 8 exhibitions. St Mary’s school are currently looking at Especially if they are obviously local history based
this area and would be

1758 2 8 interested in hearing from anyone, with all sorts of different

1759 2 8 I think that is something that could come later, I wouldn't feeling is, I teach the

1760 2 8 upper primary, and I co-ordinate for the whole school, but they can easily find out

1761 2 8 what is in Surrey, what has been found in Surrey, their

1762 8 8 I think that language is really important, the words that are used

1763 2 8 Yes, the way it is worded so that it is child friendly

1764 8 8 I really like the way, I don't know which one it was but it could click on them

1765 8 8 and get the information and I thought that was really good

1766 2 8 I think that is much more valuable than having a game, I mean, a game could come later if you became
better off, and then go into

interact with, it doesn't have to be of local history, more depth. There is plenty as it were, to play with and

but it would be nice to

come later, when their interest is already captured

We could have things like, what, is it called a chat room

not only has done things

about maps but also is collecting a bibliography together, exchanges of information on

the web as well, which, could be a point where people

That would be part of that link up ideas as well wouldn't it

Of course, you always have to be careful of nutters and

Yes, we were thinking of this kind of thing for perhaps for, that tie into the curriculum

For me it would be personal and further education

Probably, for most people round the table it would be in departments looking at, if their

local records were not particularly up to date, like ours got 40 years backlog

to get through and we are having a little debate at the uncovered a bit of old

footpath paved in a very unusual material and we are trying broken up by heavy lorries
driving over it.

lots, but using it commercially might cost as much property developers, you know, they should be charged as you get in

I think the thing is going to be, is this going to be a free Surrey has just coughed up I
don’t know how many thousands of pounds to get the times £5000 a year, so it
immediately puts that out of the use of the ordinary wondering if they can
they can afford that
You could have a certain amount of it online, accessible to pay. That is the way that
I would see it so that the surface, all the information on the schools want for example
would be accessible but then if groups wanted to delve information
I mean, what would you use the money for if you were
Maintaining it
Yes, but of she can access everything, she can do what creative part is putting
is one of the things that I would be suggesting, on more information and making it more available and that that this ought to be
as I understand it obliged to send in something that does accumulate, because, you are actually information about archaeological
This underway and you know forwarded and it is a legal requirement. So

how are you going to charge people for either for it or to tell then.

So what if you are writing a book? You wouldn't be able to tell then.

The thing is if you go into a library then it is all free and the a library online, so why shouldn't this all be free as well?

This is the thing, if people look something up and want the office and look at the journals or the files, or our database, which will obviously online so… If it is copyright then you obviously have a legal obligation knowledge should be free and even with regard to commercial things I can't quite sort of thing. Yes, it is a charge for, I suppose, the provision of data facilitating providing it. That is at the moment, we charge the commercial firms the time the actual information as such, we legally can't charge for that under things like to do with the man. power behind it, but I don't know.

But it wouldn't all be online would it? As you say, all the there, online would only
It is going to be a fine balancing act isn't it. Between both actually maintain on one hand, so you hope that you get some of the fee, which you then have got to judge, well is that fair and reasonable or do I screw a nominal fee, and some of that is going to be up to our friends up in the high county council and central government probably And if everybody had to pay for this it wouldn't be used What about, I mean I am thinking out loud as well, records do it here, I haven't looked at the website in enough detail, but I am sure that a lot of providing, you know copies of documents and… Yes, if they do the work, they charge, but if you come over then they will make things available for you, but no, if they do the work then they anywhere, I mean, I sort of paid a small rate to use Devon record office but I don't think that they charge here if you come from Devon No, not if you are coming in person, but it is only if you
want copies of things, if you actually want someone to do some digging

1823 1 7 for you then you pay for it

1824 3 7 If people can do their own research online then they will not staff time to do the keeping

1825 3 7 it all up date and that, you know, you can perhaps manage

1826 5 7 The Heritage lottery fund probably has a view on how money to as well

1827 6 7 Yes, I think that the problem comes if you are trying to that is a nice picture there

download something from a site, you know, oh,
a problem

1828 6 7 can I download that, and that is where you sometimes have

1829 8 (feeding info in) yes (many answered)

1830 2 8 Especially seeing that up there, the children sending their some of our work to the

work in, that kind of thing is lovely. We send

1831 2 8 national trust at the moment, because we have (cant we send work out and

understand), and they just love sending it to them and

1832 2 8 the children just love that, so we can link to Surrey and also children produce very often

Mr Joe public can enjoy seeing what the

1833 3 8 Individual people's research, or research interests

1834 1 8 Yes, I mean, the thing is developers and farmers and everyone keeps turning things up

people like your local archaeological groups, in a very unusual stone, which is only, there is

1835 1 8 I mean, this thing, this is what a mediaeval footpath paved only a very thin band of
1836 1 8 this stone runs through Surrey and it is called paladin limestone, (cant understand). It is only about a yard wide, this seam that

1837 1 8 appears in the county but it was used to create, to pave 3 paths, one of which is now covered in 4 inches of crushed limestone

1838 1 8 to protect it, I quote, and we only realised that this was the same stuff earlier this year. So we are talking to the local conservation officer, but he says, the work is on private property and we haven't any money and they wont do anything, it will disappear

1839 1 8 Used as a question and answer section, like they have in all the magazines, letting anybody know, I mean, we have a railway

1840 7 8 magazine and there are always people asking, do you know where this place is, or does anybody know about that particular accident that took place on this day, and people could ask, passed down, by word of

1841 7 8 mouth as it were within history, so a question and answer facility would be lovely

1842 7 8 accident that took place on this day, and people could ask, passed down, by word of

1843 7 8 mouth as it were within history, so a question and answer facility would be lovely

1844 3 8 You could have a magazine section as it were, so you could include that, but it could also mention events. But it could be something

1845 3 8 where the information is on there for a period of time after which it comes off, otherwise it would just sort of

1846 1 8 clog it up

1847 3 8 clog it up, particularly with enthusiastic ammeters that want to send in reams and reams of stuff, so you know, if you had stuff that

1848 3 8 was on there for a certain period of time and then it came off. I mean, if someone asked a question it would either get answered or

1849 3 8 it wouldn't, but it wouldn't sit there forever
I mean like this weekend, we will get a whole lot of questions, in the south east, BBC southern county radio who do you think you are thing that the BBC lot of history events, that you know, are coming out of the was plugging all over the country

I mean there is the great heritage open day, local history course, several of the quite a lot of the district councils, but Surrey councils already produce things, the county council and archaeological society also produce a bulletin of what they have discovered and history front. Some societies

they feel they are really for members. I mean, of course, may be less willing to put there stuff on because certainly, Surrey that pay the subs and hence the library is not archaeological society has a feeling that it has its members accessible unless you

there that are putting their library catalogue on, well join or pay after on or two visits, and there are things in it is big enough to put

links or perhaps with links you can put into the on the web, so all these things can link in, either with direct system

places exist, is just, the information, did you know And for our young beginners, the knowledge that these that there is a Surrey

on from us wanting to be archaeologists once archaeology society? We have already got children who go they have done the

will become something like that. And those Egyptians, very, very able children who probably one day children will want to know,

that, oh wow, it is just the getting to know, their going up through secondary, there will be a lot of children parents might not know,
the teachers may not be aware, but they can find it for themselves because they access these sites

And pick it up again when you retire

I mean seriously though, there are quite a lot of people that just dig up their garden, there are the detectorists that have been, little let in from the cold nowadays if they behave responsibly long as they tell you

are not going to sell it to the nearest dealer. But where they have dug things, how deep it was and that they they are another group

Because they will certainly use it of people who perhaps should be taken on board as well.

have got all the boards and things that we require for our local studies,

repetition if it was too much like that, I think that an awful lot of links need

to be made to find out what they have already got so that

Yes, I know that Richmond museum, because I am with lots of historical

amount of time things and archives that we can just used for a certain

Elmbridge, with the galleries and we deal with local heritage and none of them

they other one is doing so there is repetition and seem to actually really know what the other's got or what then there are gaps, so

filled in the gaps only rather than repeating it would be nice if somebody collated who had what and everything

yes definitely, and staff meetings in some schools where
nobody left that they were ready to teach the staff how to use it. Yes, a

1879 7 something, the teachers will find out how the pupils launch as it were. If you teach the teachers how to use can use it. But in

1880 7 students and sixth form level secondary level I would see maybe teaching direct to the

1881 8 the school, and I think you need, a lot more for I think that from early children, I mean I teach all through younger children, who are

1882 8 it would need to be more child friendly in how it really enthusiastic and excited about history, so you know, appears to them because

1883 8 that, it is all visual at that age

1884 8 in my class room so they can go and access I am pretty luck in that I have got an electronic white board anything integrative so that

1885 8 use it probably we can do it as a group if we want, so that is how I would

1886 7 want them to be able to be enlarged, to full size so You would want pictures that are on the site, you would

1887 8 like that, which would just make it easier for them, Maybe even a character guiding them around, something and a bit more familiar

1888 8 that they could go to every time

1889 7 key stage 2 where it branches into different I think curriculum level, Tudors, Victorians... and that is our parts but, the local area,

1890 7 buildings in where ever, I mean, where the things found near our school, that would be another one, or school is. It would be the places that ‘oh I go there’ or ‘oh, that is next to the shop’ or is where the little ones

1891 7 ‘my gran lives next door to that place’ and that

1892 7 interest comes from, what’s around them
1893 19 The curriculum to actually do it
9 Yes, but that is provided that they leave enough room on

1894 19 the end there just wasn't time in the curriculum for
9 I mean, we started to do a thing with local schools and in
them to develop these

1895 19 timeline, really, but then it could have branched out
9 things, because what we wanted to do was the sort of
into transport, dress, food

1896 19 what have you and there just wasn't time
9

1897 20 old roads and paths were, the main used ones, so
10 If I was looking at a map I would want to know where the
for example if there was

1898 20 there I would want to see that marked on
10 a roman road going through a village, that is no longer

1899 20 Things live drove roads, and things like that
10

1900 20 is covered in, we have got a picture of it, a slide
10 Yes, we have got a stream running through our village that
of it, and when

1901 20 that the stream runs through a pipe now, right
10 you walk down with the children, you say, you do realise
where we are and that is

1902 20 we also do rivers, we then walk down and see
10 why that road opposite it called stream close. And because
where it flows into the

1903 20 river
10

1904 20 of those and still standing as boundaries
10 Yes, those things, and old tree lines too, which an awful lot

1905 30 into houses, that won't be marked on a modern
10 Things like former village schools that have been converted
ordnance survey map

1906 30 pictures of things which aren't just single building,
10 and shops that are no longer shops

1907 50 And linked up with say postcards, photographs, postcard
10 they can be the most

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<table>
<thead>
<tr>
<th>Year</th>
<th>Value</th>
<th>Value 2</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1908</td>
<td>5</td>
<td>10</td>
<td>boring postcard, but they are all valuable now</td>
</tr>
<tr>
<td>1909</td>
<td>1</td>
<td>10</td>
<td>We are very lucky, we have one of our society members have got 1500 postcards of Hawley, some of them are special events like Queen Victoria's jubilee things like that, the band, that you know my great granddad, he's the one holding the banner, you know</td>
</tr>
<tr>
<td>1910</td>
<td>1</td>
<td>10</td>
<td>something like that, we are still getting these, they are still coming out of people's lofts</td>
</tr>
<tr>
<td>1911</td>
<td>1</td>
<td>10</td>
<td>Queen Victoria's jubilee things like that, the band, that you know</td>
</tr>
<tr>
<td>1912</td>
<td>3</td>
<td>10</td>
<td>Collectors do vary enormously about how much they will let their collection available</td>
</tr>
<tr>
<td>1913</td>
<td>1</td>
<td>10</td>
<td>Yes, we are lucky that he is on our side, sort of thing</td>
</tr>
<tr>
<td>1914</td>
<td>5</td>
<td>11</td>
<td>It is an interesting thought actually, broadening it to cover that field</td>
</tr>
<tr>
<td>1915</td>
<td>2</td>
<td>11</td>
<td>There has been so many old history projects recently, that they certainly need to be acknowledged on the site and you know, told</td>
</tr>
<tr>
<td>1916</td>
<td>2</td>
<td>11</td>
<td>if you can resource them. As I say, being, setting it up to start with, it would maybe be something that I would like to see added on later</td>
</tr>
<tr>
<td>1917</td>
<td>2</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>1918</td>
<td>3</td>
<td>11</td>
<td>It could be something that could go in the magazine section if you have one, you know, there are 5 new oral history accounts from and what eras they cover perhaps, well they have got to cover a living era</td>
</tr>
<tr>
<td>1919</td>
<td>3</td>
<td>11</td>
<td>such and such a place, available at Woking galleries now</td>
</tr>
<tr>
<td>1920</td>
<td>5</td>
<td>11</td>
<td>Well, a lot of them are dead by now. Another thing, the Surrey archaeology society has been doing the millennium project which is now known as the village surveys, which have been produced for Hampshire, and is about to produce for Yule and somebody else</td>
</tr>
<tr>
<td>1921</td>
<td>5</td>
<td>11</td>
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</tbody>
</table>

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and existing building, 1851 back, and they are going rather slowly mind

but they will happen one day, well none of use are getting any younger

Well, you have covered a pretty broad canvass there haven't you?

Industrial archaeology generally, to see what sites there are

I have got a question, to what extent are you juggling this stuff to put it into formats that are not necessarily historically true? In other words, I mean this business about maps, you can you have got them through a period of 150 years so when you say we need to you saying that these ought to be highlighted? Or basically

I mean, the thing is, primary school children are at a questions, to what extent they would need to have the information adjusted to make

Well, your average year 5 can read an average website

I am talking about a map

A map, well it depends how well they have been taught in their school.

I mean, map reading does take a while to get a grip of
1936 2 11 Yes, but it does start in year 1

1937 6 11 oh yes, I mean asking them to look for things, that is part of the exercise

1938 2 11 Yes, I mean we have got children who can understand a map as well as I can, by the time they are year 6 and I am pretty good on

1939 2 11 that as I am the history as well as the geography co-

1940 3 11 What age would a year 6 child be?

1941 2 11 11, transfer to secondary, I mean, I would say, you have got about 20% of your children who can completely follow an ordnance survey map, on average, would you agree?

1942 2 11 I would say, yes, 20% definitely

1943 8 11 Probably more, but that is being safe, but certainly with the maps, we have got the maps of the village that are black and white, the old ones, they are several years, which I traced out, that it could lay a laminate

1944 2 11 over the top

1945 2 11 Er, no, I tell you what you can do, we have got these archival sleeves which we put on them or(cant understand) because they afford so much protection, you can really man handle all the stuff and they are quite safe inside

1946 2 11 Between what the school owns and the Barclay heritage maps, through a period of time and they do very well with those, even the special needs children can understand those, with some guidance
1951  2  11  is at least one in each class that would go and (bombs) I wouldn't show that to my primary children, there set them off!

1952  1  11  is covered in all sorts of things like that, it

1953  1  11  one has to be a little bit selective, perhaps one because there is just, you get an overload of information so needs to, in some areas

1954  1  11  take that out, blow it up and treat it as another actually decide right the only way of doing that is literally area, rather than using the

1955  1  11  and zoom it out even further, just to get the one map and zooming in, you have to pull that piece out information out of it because

1956  1  11  I can see that one is getting a bit cluttered up isn't it?

1957  5  11  It has got 5 layers on it at once though

1958  2  11  Yes, but I have forgotten

1959  6  11  If it's Glastonbury, it is probably a cult site, king Arthur was

1960  2  11  but it has gone I remember seeing the star and asking the same question,

1961  6  12  What does this bit about merchandising mean?

1962  3  12  What would the CDROMS be of?

1963  4  12  don't know you could have…. Well, that is another thing, I suppose what ever resources, I

1964  5  12  photographs and things You could have CDROMS of your area, with maps and

1965  1  12  be a compilation of all of these sorts of things Yes, I mean if you were to do one of Surrey, it would sort of
<table>
<thead>
<tr>
<th>Year</th>
<th>Month</th>
<th>Day</th>
<th>Page</th>
<th>Text</th>
</tr>
</thead>
<tbody>
<tr>
<td>1966</td>
<td>5</td>
<td>12</td>
<td></td>
<td>Well, you could have a CDROM of the Romans</td>
</tr>
<tr>
<td>1967</td>
<td>2</td>
<td>13</td>
<td></td>
<td>I have got a problem with that if it was in term time, I think from small schools would</td>
</tr>
<tr>
<td>1968</td>
<td>2</td>
<td>13</td>
<td></td>
<td>have that problem because from secondary they can have that problem because from secondary they can</td>
</tr>
<tr>
<td>1969</td>
<td>2</td>
<td>13</td>
<td></td>
<td>class to the 4 corners of the class to the 4 corners of the</td>
</tr>
<tr>
<td>1969</td>
<td>2</td>
<td>13</td>
<td></td>
<td>quite happy as they don't do it very often quite happy as they don't do it very often</td>
</tr>
<tr>
<td>1969</td>
<td>2</td>
<td>13</td>
<td></td>
<td>but….you would have had a but….you would have had a</td>
</tr>
<tr>
<td>1970</td>
<td>2</td>
<td>13</td>
<td></td>
<td>lot more here if it was a twilight meeting. But that is a lot more here if it was a twilight meeting. But that is a</td>
</tr>
<tr>
<td>1971</td>
<td>2</td>
<td>13</td>
<td></td>
<td>for schools, and supply teachers, it is kind of, you know, for schools, and supply teachers, it is kind of, you know,</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>don't go</td>
</tr>
</tbody>
</table>
### 10.19: Transcription of Exploring Surrey’s Past Focus group

**Exploring Surrey's Past Focus Group Transcription**

<table>
<thead>
<tr>
<th>Comment number</th>
<th>Person Number</th>
<th>Topic Number</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>23</td>
<td>4</td>
<td>1</td>
<td>I have a question, if you don’t mind? Is all this material interdisciplinary in the sense that; would it give the members of the public access to an SMR and archive?</td>
</tr>
<tr>
<td>24</td>
<td>4</td>
<td>1</td>
<td>That chess release that’s coming out, does that supplement their website?</td>
</tr>
<tr>
<td>25</td>
<td>2</td>
<td>1</td>
<td>The navigation is quite an important aspect of it, so looking at these…..</td>
</tr>
<tr>
<td>26</td>
<td>2</td>
<td>1</td>
<td>Quite a number of them have very hasty text and if a lot of the users are going to be sort of tired folk, which is likely to be, is there that possibility that they can enlarge the text? Depending on how its designed, there are facilities you can use, to enlarge the text, by simply clicking on the right control. It doesn’t always work, and people have got that option.</td>
</tr>
<tr>
<td>27</td>
<td>2</td>
<td>1</td>
<td>and so creating PDF documents, which you can zoom in and out, and you are marketing, because everything they give to you is given to you in a very short format. It’s the basic information. Cause you cant fit more onto the screen. So someone going to look for information is going to always come across this little snippet, and they don’t lead you anywhere else.</td>
</tr>
<tr>
<td>28</td>
<td>3</td>
<td>1</td>
<td>Roman Cheshire- they try to make it visual and colourful. And they are putting text over the top in very small typeface. The text is meant to who you are marketing, because everything they give to you is given to you in a very basic information. Cause you cant fit more onto the screen. So someone going to look for information is going to always come across this little snippet, and they don’t lead you anywhere else.</td>
</tr>
<tr>
<td>29</td>
<td>3</td>
<td>1</td>
<td>Got to do with thumbnail images- you open up into a larger area.</td>
</tr>
<tr>
<td>30</td>
<td>2</td>
<td>1</td>
<td>I think if a school child is looking for information on Augustus, they will type that and they will literally find a paragraph, that might be enough, it might not be relative at all. They might not have been asked to find it but they will print it out anyway.</td>
</tr>
<tr>
<td>31</td>
<td>3</td>
<td>1</td>
<td>ay.</td>
</tr>
<tr>
<td>32</td>
<td>3</td>
<td>1</td>
<td>This is just a graphic designers little project, but its not, all it says to me is that its an opening page, sort of graphic, to get you into the stuff. Its not meant to be used directly, its rubbish on here.</td>
</tr>
<tr>
<td>33</td>
<td>2</td>
<td>1</td>
<td>But if you then clicked on it?</td>
</tr>
<tr>
<td>34</td>
<td>3</td>
<td>1</td>
<td><a href="http://www.chesire.co.uk/archeology/rcp">www.chesire.co.uk/archeology/rcp</a>, try that.</td>
</tr>
</tbody>
</table>
I would suggest a google search on revealing Cheshire's past. That might do it. With quotes, I don't know if its case sensitive, apostrophe s might do it.

Good, did you pick that up from the front page?

Ye- well that's the title.

This is presumably one of the fact sheets.

But there is a data base.

That talks about the SMR, doesn't it?

I have a feeling this might be in one of the pdf systems.

Go back again- it doesn't go back.

So you got to open a new window and go all the way back.

This is frustrating hey- it doesn't encourage the user hey.

Go down to the bottom, it has fact sheets.

The fact sheets probably just give you a list of things.

As you said earlier, it just gives snippets of information.

Its not totally clear where you are.

You get the same set of huge buttons on the left and you not too sure where you are, or where you've been.

Or how to get to where you want to go.

Its colourful

If you've got your SMR, which is part of a bigger organisation, you need to make sure there is a clear distinction between any link buttons, back to the home page.

The other thing that is very irritating is when you print out the web page, half of it is missing, they haven't designed it properly to print out.
55  4  1 That's a very good point- I come across that time and time again and you have to pencil in bits.

56  4  1 People don’t realize that the screen is that shape and we might want to print out more.

57  4  1 If you have to have it in landscape format then it should say so.

58  2  1 One of the things about this roman surrey whatever, is whether its going to be a separate division from the database, or whether the 2 of them are meant to interlink to each other?

59  2  1 A lot of these read that they have put together a data base and if you are a database freak go and have a look at our database, even the nice pages we have made for kids. If we can structure it.

60  4  1 If can move from back sheets to here are our samples of.. Records from our data base.

61  5  1 Well what you want for a lot of this stuff is well I’m feeling lucky- you know you don't want everything you just click on some things.

62  5  1 Which will do for the kids

63  4  1 If you are looking for something more specific then you want to go a different way.

64  4  1 I think we have to bear in mind, there are all sorts of potential users, who want quite different things. From primary school pupils to PHD. People who are writing books, just people who want to find out about there local area. There’s many more as well.

65  3  1 There’s also how much you put one, there’s one here called South East, and this suggests this is covering the whole of the SE.

66  3  1 www.sopse.co.uk

67  3  1 This is telling a story, at the bottom, it says Greenam, Hampshire, Hunting Palmers, Slow and Thames Park.

68  3  1 So there's an awful lot not there, that title say SE, they pull those 5 together so they obviously had to spend ages together, it hasn’t got Kent, or Sussex.

69  5  1 The title gives you the wrong idea doesn’t it.

70  2  1 Search goes from biscuits to boats!

71  3  1 Quite a lot from Sauce to sea.
And if each of those is illustrated nicely, they obviously have quite a lot on that site.

Navigational maps are much more intuitive—they have been less fancy.

There's a balance that needs to be achieved between how much choice you give people and how easy it is to get the information you want. It’s a very difficult balance to achieve.

Like the house anybody looking for information will just get a little snippet at the top that they will already know.

They should have a URL for the actual website details.

It’s easy to follow the sequence of steps.

One of the advantages, as you can see is that you have a complete sequence there, which is better than a drop down menu.

It’s better so you don’t have to spell anything.

As you say if someone didn’t know how to spell something.

Because there is quite a long list there, we have to put it in small text.

The other way is to have a menu that you can scroll down.

with decent sized text.

It’s the balance—this way you don’t have to go onto another screen you are on the same screen, but the text is very small.

If you go onto another screen then you have to go back to this one—which most people will find easy, but some people will get lost.

And this scrolling thing you won't have to go to another screen?

No when you click on, it will open by itself on the side, and you can scroll down the list and refresh.

That sounds good. It refreshes all the time.

You can end up with something like that if you put the Surrey museum.
It probably takes longer to set up, but it's probably more user friendly.

Even Norfolk- which district do you address it to?? You can do it without the complicated mapping.

I think the other thing is from a map point of view, I don't think we can make any assumptions, of the knowledge of the users. We get people from all over the world.

Sometimes there are people who prefer the sort of graphical style, and people prefer text based things.

I'm a colleague of Emily and don't actually have an internet knowledge and the SMR and how it works unfortunately. I wish I did- maybe I could make some suggestions. It's a database and it's fairly big- there are some questions about confidentiality, and kind of thing.

The English heritage site had problems- too much specific information.

You can get neurotic about it

2 things- data and links, with e.g. archives to museums to do with something relevant. Like to actual things on the ground like 2 buildings. I know that sounds very basic but the links are key

I don't think it can be a full description- that will take up too much space.

The more links you have, the more regularly you need to examine them.

Users from where I work here, they worldwide and use our catalogues to search from information, and so many people say it's great and another will say but I expect to see the whole document.

The capacity won't allow people to do that.

We would like to put more visual information in, postcards, illustrations, the ability to click into an image.

To be able to say this is where it is and have a map showing you where.

It's very important because people have their own visual map.

The bold text can be used, key places.
One of the things—there are a huge number of things, and one of the things we would struggle with is downloading on a regular basis.

Providing those standards tie in—will be able to pull in data from matching ones.

1 of the things I am involved with specifically—mainly focuses on demolished bits of buildings in London—but it brushes into the fringes of Surrey—and the other county’s around.

What would happen then is that Surrey site would link to English heritage site—its gonna portal link.

When it sends you somewhere, its not going to hyperlink you back with other things.

There is a way data can be displayed in a exploring Surrey past feel to it.

It's actually only the data you have extracted and not the website.

If you and try and put into a window—you actually encourage people to open a new window every time.

If you are navigating down branches of trees and then have to go all the way back up.

There's a balance here—educational issue—click on Romans, says lots of bits. Click on a villa—certain things found—click on including brochures—then you click and it takes you back.

If you are in one set of data, then you can do that.

If you are being linked then that's a different way and you got to be more careful.

One thing the SMR doesn't have is a single bibliography—every time it tries to refer it has to repeat it all over.

The sensible thing to do is to have hyperlinks to bibliography which also saves editing. That only works within one database though.

A core—Surrey state—edited with a thesaurus of terms—with some sort of data control.

When u then get into a component like the SMR—then you will have an in depth
125 4 2 The SMR will be core

126 4 2 The museum one will be independent, you will be linking to on-line museum catalogues - they will need to be updated separately

127 5 2 People will always be at different stages, especially smaller museums.

128 4 2 When I go to a site, I want to know where are the funds, and the paper records.

129 4 2 Having a link to show you where the museum is will save from having to do a Google search just to find out where the museum is.

130 4 2 I also think that it’s a good thing to have this led by the SMR, the SMR is, lets put it this way - if you are geographically bent, and you like to and know how to read maps. But we must realise there are people who can’t read maps. How do we cater for them.

131 4 2 of reading maps. How do we cater for them.

132 1 2 Her file contains a schedule of officer times, in 6 months we will be employing virtually no people we will have the whole thing on line.

133 4 2 Be realistic about how long this is going to take.

134 1 2 If you do GIS And actually have a map of Surrey - and click.

135 1 2 You are going to have to restructured because the SMR is all based on grid refs.

136 5 2 Very technical

137 1 2 And if you start replacing things by GIS that’s not mechanical that actually has to be done by somebody. And that will consume more time.

138 1 2 If you can structure it in a way that you can put the whole thing on-line first. With an apologetic note.

139 1 2 The other advantage of that is the people who contact you from overseas and expect an instant reply with colour pictures, people have to realize what we are collectively capable of giving them at this point. So there are gonna have to be some disclaimers.

140 2 2 They must understand that its just starting.
The only way you can raise the actual standard is by filing it out to local people, who have the time and the interest.

It's an interactive thing.

We want input from people who have responded to the site.

You are responsible for certain areas and people will oversee that and make sure it is done.

At least you have some guidelines. It's shared responsibility and not a burden on one person.

Each department should be responsible for their pages and they can make sure it's correct and up to date.

They are responsible for the copyright.

The nature of specialist interests, there must be a pill box of out there.

It will be great to say here's a section- do what you want.

There are a lot of local history societies active in Surrey and I think that we could build up links with them. They have local knowledge, interest and know their local patch better than anyone else.

If we can tap into that gradually

They have their own website- we can link to that.

We can actually hand over the digital files to load onto the site itself, rather than another link.

The Cheshire things

The information might be too trivial for certain users.

Or too detailed

Having too much on 1 page

Text too small
To have a search function modelled on google

Danger is getting the google scholar type approach

General question- what about standards for people who copy data- think there is a question of reliability and consistency eg when I was a kid and used an encyclopedia- it was there and you know its right. But how do you test the authenticity of a website.

And the qualifications of the person inputting the information.

We have volunteers on 2 Saturdays a month and a Tuesday session and it will be in that we will go into the website and show people how to use it.

Apart from making people aware- as far as the training goes there's nothing like getting into it and actually taking a real enquiry. Start here and see.

1 thing- a little flash that shows you the mouse going around and actually doing a demonstration use of a bit of the site, and that might help for some bits.

Gradually everyone is getting more sophisticated.

You don’t want to budget a lot for training- that’s tied into however gets access to website

Wherever you are you don’t have to have someone over your shoulder looking out for you.

There are of course more complicated ways of looking for things.

Can have downloadable sort of help sheets- with categories of users. You can get this fact sheet and you go there to get there.

There's a user who wants something and one who wants everything and a negative result, and they will need a thing that will say you must do this, this and this.

Some of these issues can actually be addressed by links from the PGS website that actually have these flood risk areas and geological hazards, those are the people responsible for that data.

We would want feedback

Does this vary with the type of information that we are looking for?

We have mentioned various types of information, we have mentioned detailed information, we have mentioned general information, certainly links to developing information that will expand their knowledge on that subject.
A glossary of terms in geology, and I have started to put text links in so you can
go off to other sites to explore those terms more fully.

You can make your own glossary

You can't just import a glossary-classic Essex. If you have your own glossary
then you jump from the site to the glossary, then the glossary
takes you to all other sites of that nature, or searches, want to do as much
hyperlinking as possible and as little

of go back and find the drop down menu that gets you villas.

That does mean you have to keep exploring and make sure those links work

There is a project in English Heritage that put them on line thesaurus, so they
can be linked to other sites. I can't say whether they have been
given any funding.

The thing is to take it and get permission to edit it, you know so you don't think

I think it's going to be primarily about the SMR, its going to be about Surrey with
links to the museums in which you can find other things.

Well that's the sort of thing 24 hour museums have that for, so if you have a
special event, plonk it on that website and will be found.

I think people are going to go to this looking for information about Surrey as
was, and sort of looking what to do next January. They will be
searching for something different.

There is a problem with overloading- you look for somewhere to go and you are
sort of flooded with information, and this is before we started
putting in 5000 postcards a week.

You have really got to keep things up to date then.

I know that you can layer maps- I don't know how though

Dunno how expensive it is and who does it?

Fairly new and all the copyright issues.

Scale we choose as well is important

Is this a case about doing it in little patches again?

You mentioned historic landscape and that sort of idea, that's being done there,
but that is in fact a layering technique.

194 3 8 Its more useful having it sort of right and left screen than overlaying, because that can get very confusing.

195 4 8 I agree with you- if you where to overlay that aerial photograph map with this, it would disappear hey

196 3 8 Find it very confusing

197 5 8 I think thats got huge potential, but the cost implications and time as well.

198 2 8 But what you would be doing then you would be adding the aerials, the estate maps and the tide maps to the existing Surrey district

199 5 8 Yes maps are important- can we actually do this and combine this with the click on this and you will get the sites of this place and this parish?

200 4 8 If the grid references are in there. There's a site called Magic- mostly environmental data, but also some English heritage- Parks and Gardens, Battlefields.

201 1 8 So we need an icon that says sorry this is point data and we will revise it, but we are giving to you how we can now.

202 4 8 That doesn't mean that if you have managed to figure a way of distinguishing that you can upload quite a lot, and work towards making it better.

203 1 8 It's a modelling thing- you start off kind of Hazy and get better every time instead of waiting before its perfect to put it up.

204 2 8 If we got the surrey area tiled-according to the survey- click on the tile and it would actually bring up in a separate window thumbnails of all the pictures that are Available, for that area, and you click on that.

206 4 8 So instead of having a map on one side of the screen and an area photograph on the other, we would have 2 maps We would probably have to put it separate screens for the separate images.

207 2 8 How does that actually work

208 4 8 So once you have clicked on one square(tile), then all the images in that area have coordinates attached to the key, and anything that falls
between those coordinates would be drawn down in the search.

210 1 9 There is this issue of different quality images- you got thumbnails and sufficient quality for intermediate quality for screen viewing, but would we want to provide links to pay per view for high quality that people might want to use for publications.

211 1 9 That is a whole different ball game, and it can be very resource intensive, you've got to have huge server capacity to host all high resolution images

212 1 9 We would have to charge for the occasional use

213 4 9 Maybe yes at some point we might want to do this, so lets in the design of it see if we have got the space and can fit it in later not now.

214 3 9 They have a system in Hampshire that links you straight to an order form and you can just email it with your credit card number- you are sent a good quality print in 10 days.

215 2 9 We got a village history series-which are quite substantial books, 13 in a series, 10 have been published, the idea of having digital chapters of those available to download is something we could flag as a possibility

216 4 9 Would the material have to be scanned in though?

217 2 9 Yes and there are all these copyright issues, with images and stuff, you have to go and approach all the contributors etc. That was never provided for this case anyway.

218 1 10 Promote our activities when we launch, encourage uses of the other resources

219 3 10 Its just opening it up, putting things out that that haven't been available

220 1 10 Yes, promoting the publications of the society and enhancing the sales etc

221 4 10 I just wonder if it could help people from overseas doing search on family history, or local history searches. Might be able to use this to get a bit more information.

222 4 10 It might link up with a group or museum.

223 3 10 I can do an enquiry from a guy today who has all the census information cause its available on line and they can pay for it.

224 3 10 Can then link to a museum.

225 5 10 It gives people so much more flexibility, 20 years ago they had to actually come here for information, buy a local map, go to the local record office and you would actually physically have to be here.
In Regards to our project we created a number of disks with high resolution, about 4 different resolutions, they all ready to put in. That is just the images attached to them is a separate data base on a spreadsheet with the metadata that goes with them.

Descriptive information, that would need to be somehow linked in.

How about museums?

I think the sticky point here is how many pictures are you going to take?? Again it’s a difference between the ESP site per say and such links that it may make.

Even if you do every listed building in the county, its going to be a lot of images, it’s the images that are going to be the tricky thing.

You might be able to save some of your problems by trying to link as much as possible, especially if you have the map.

That’s just buildings, volunteers where going to photograph all of Surreys listed buildings plus any other buildings they thought where of historical interest.

I think there might be the possibility that if we use data base links that if we have ID numbers as the English heritage ones, it could then pull up from the English Heritage site, without actually having to store a copy of that photograph.

Well a lot of these communities have their own communication media, like Parish magazines and things like that.

Will make sure that a press release will go to these publishers so they can put essential information in them.

We will get more response by going out to the communities, however much advertising you do, leafleting you do, by actually contacting the local groups who aren’t coming here and explain to them who we are, they will be so pleased. That’s a really good point.

One thing we are thinking about doing is recruiting people- a lot of this is going to require people.

We have a gazebo at a fair at all major fairs in the area, that’s a very good showcase, interacting with the general public.

Family history is going to be a way a lot of people come into this.
We had a huge response just by going to the Surrey show.

In Birmingham one of the things they do is they have a history bus which has photocopies of things from the archives etc.

If we talking about family history stuff then they are often looking for location-wide range.

Street names need to be as higher profile as parishes.

It would be interesting to know that the County Council web site, has access to various kinds of maps, county wide, including a street atlas, which I think is kept fairly well up to date.

Just looking at images, we having thousands of themes and just looking in them there are all kinds of things, there are baring gaps that we would like to full. One thing we would like to do is to contact people through this website, who have material in a private collection who would be keen to donate it or lend it.

I think place names and street names are kind of like scheduling documents, and those are the things people are going to search for.

That's the structure.

When it comes to subject matter, word search will have to do, because you are not going to be able to standardize that.

One of the things you can do thinking about the 24 hour museum, you have got your basic site, and may want to have some trails that pull out various things.

Pulling out extra and unpredictable things.

We have got this project material that is the can- and it was always our intention to add to that, there must be some sort of way we can increase our knowledge of an area- like a photograph.

If we had responsibility for that area, we would be able to progressively add virtually build it up, instead of having to do it as a project we can do it bit by bit.

And you wouldn't have a deadline.

Like this website I am using at the moment, you can just add material as you acquire it.

Yes
Absolutely!

Do you have anybody who actually would spare the time to give evening talks to groups?

Your officer will then sort of employ? As well as building a site they will talk in evenings?

Where was such and such a house where my grandfather was born?

Especially the houses that are no longer there.

We get all sorts! About 5000 a year

Are most of them through website? Or coming through door?

That’s a large amount email and 50% door. That is growing.

One thing I find- a lot of these are set up in a 2 way dialogue.

Very exciting but implications.

By responding to enquiries, hopefully will bring more.

Queries will generate more information.

From your record of enquiries over the past year or so, we should be able to get a good idea the sort of things we want to try and find for people?

Is this a conflict of interests?

Would it be said that you actually need to have X number of enquiries for this place. I know we have got that in regard to our history centres, they are saying these history centres can only be viable if we get X number of enquiries a year. Its quite low.

By being online, Is there some way of feeding back that these enquires were logged.

It would be quite useful, if once it moves out from just being SMR, to be able to say that there where so many visits to certain sites.

We need something more sophisticated than just the number of hits.

It can say this goes thus far, but you have got to come and visit us so we can provide you with actual information.
All requests for information ought to be recorded, because that's the information you need at the end of every year.

But you could have feedback questionnaires.

You actually have to register, so we can measure what types of people are visiting.

If you want to do that you have to make the registration form as simple and painless as possible.

It can be daunting for people.

If you can explain why you want this information- to make a better service in future.

If it can be linked to personalise the site for you- so when you go back it opens on the page you want it to, and not have to search again. Then people say registering was actually useful to me and only to the organisation.

Like Amazon, you don’t register, but when you return it says last time you where looking at these, now we have these you might like- subtle ways of picking you up.

When you are dealing with family history you find out a bit and then you go somewhere else and then maybe come back to the site you where 1st on, with the same subject, you just want to go a little deeper, and it turns out at the same page.

An archive access website, has the facility to say show me anything that has been added since I was last here, and its sets a certain date, and that is useful.

Yes

Are we talking about- the people who don't know what the term heritage means, gradually are those the kind of people? Potential users?

We spoke a bit early on talking about the 5000 visitors to this centre and that is solid evidence.

If you where to study that information in detail, only 1% of those people may be looking for a certain area where we might be thinking of spending a lot of money, should we be providing for that when there is actually a need in another area?

A lot of our enquiries are to do with families! Is that going to be similar, is it going to be family related enquiries?

It broadens out, it used to be an interest in family trees and names, and now its more social and context. They like to see photos of the local areas and sort of say, well Granny went there.
Its not a major thing- they can gain more from us than we can from them?

In a way, your already doing that, and museums aren't putting things on line, but this will act like a stimulus.

Its not just about putting things together and linking for a specific area or site, its also encouraging local museums etc to build up information and input info to websites to improve them.

They say they have got a website, but when you get onto it its terrible- this is like a stimulus to make things happen.

Back to visitor numbers- should the main focus be to encourage people, give them a taster to get them to come in?

Is putting things on line doing us a dis-service? For people running smaller museums. People need the visitor numbers and provide activities.

We have got the 24 hour museum-which is the one stop kind of shop- to find out basic information. That's one end of the spectrum. How much further are we going?

That's effectively what museums have basically got. They are going to put up what they have got and you will be tailored yourself to the nature of that. The documentation isn't going to take place at different levels.

I think that marketing museum visits and marketing museum information are two separate things, I don't know if one actually detracts from the other.

And sometimes if you can actually do some of your information providing over the web, it means you can then be a bit more flexible. Give yourself more space to do more interactive work.

I went to a museum that digitised all there labels and put them on a computer in front of the case. They then stopped doing it later on cause they realised it didn't work.

If you have got a small museum space then you try to shove as many of the new objects in as you can. Then you find if you want to run an event or have a school party then you haven't got the space.

Its an interesting balance. You might have things you have never displayed and you would love to display. if you were able to photograph some existing exhibits, put them away for a year, and bring out some other things out that you have never had on display. In other words it might give small museums in particular more flexibility.

The decision might be a tricky one what to put away and what to keep out, but at least you have got that option.

I think its a 3 way thing, its not just the benefits of being on line, and the benefits of having stuff that people can see when they visit, its also the benefits of documentation of what the museum is doing. Its good for a museum to be able to know what
Museums have got an abundance of stuff - a better education place because you can make more links.

The two support each other - in the sense that, you have the collections which might divide into 2 categories - 1 - the few things that you can display and the other things that you would like to list and describe. Then put this on a site so people can have access through the internet. If someone has a specialist interest in an area, they can at least find out what the museum has got and get some very basic information about it.

One thing we can link to here which is not workable in a museum case - you will always have something that will belong to a person in a place which will be of interest.

There are people interested in something's that others are not so we can't make a case of it, but at least it will be posted for those people.
10.20: Guide to Percentage Comments

Minority

0-4% None/No, almost none/no, very few, a very small proportion
5-9% Few, under a tenth, a small proportion
10-14% A tenth, relatively few, under a fifth
20-24% Just under a fifth, nearly a fifth, around a fifth
25-29% A quarter, around a quarter, just under a quarter
30-34% A third, around a third, just under/over a third
35-39% Over a third
40-44% Under half
45-49% Just under half, around half

Majority, most

55-59% Over half
60-64% Just under two thirds
65-69% Two thirds, around two thirds, just under/over two thirds
70-74% Nearly three quarters, just under three quarters
75-79% Three quarters, just over three quarters
80-84% Over three quarters, a large proportion
85-89% The majority, a very large proportion
90-94% The vast majority, a very large proportion
95-100% Nearly/almost all, all
10.21: Location of Surrey County Council SMR

Access Information
If you have a mobility problem call 020 8541 9095 for advice and assistance.

- The Council Chamber has an induction loop.
- There is lift access to all floors. Lift A near the main entrance, has tactile buttons and signage, buttons at an accessible level and voice information at each floor.
- Wheelchair accessible toilets are on the first and ground floors.
- A car park is located at the south side of County Hall and is open from 8.30am to 2pm. Vending machines available in the car park after 2pm.

By Car
Kingston Town Centre has an extensive one-way system which is marked on the map. The map shows the major roads around County Hall and access from motorways. Please note that traffic is heavy throughout Kingston at peak times.

Parking
Visitors may use the Bittom Car Park if they obtain a slip pass from County Hall security located at the Penryn Road entrance of County Hall. Visitors with mobility problems can park at the front of County Hall.

There are several car parks within walking distance. Street parking is sometimes available.

Surrey County Council is a member of the National TravelWise Association, a partnership of local authorities and other organisations working together to promote sustainable transport.

We encourage visitors and staff to use alternatives to the car. County Hall has secure cycle parking and is accessible by public transport.

By Train
It is easiest to reach County Hall from Surbiton Station. It is a one-mile walk on a fairly level surface to County Hall. Buses run from Watford in Clarendon Road, opposite the station entrance. The services are: 71, 281, 406, 465, 418, K2, and K3.

To reach County Hall from Kingston station, you can take the 291 or 71 bus from Cromwell Road Bus Station (next to Kingston station). County Hall is a three-quarters of a mile walk through the town centre on a fairly level surface.

By Bus
515 from Guildford
465 from Dorking and Leatherhead
725 from Croydon, Bromley and Heathrow
214218 from Staines
471 from Woking
406/418 from Epsom

Only the 406, 418 and 465 stop outside County Hall; the others stop in Kingston town centre.

For information on other London Bus Services, call 020 7222 1234. For services in Surrey, call Surrey Traveline on 0818 0802 608.