**Marketing Excellence Awards 2015**

*Title:* Mr

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*Organisation Profile/ Overview:*

*Archives and Records Council Wales (ARCW) was established as Archives Council Wales in 1995. Membership of ARCW consists of representatives from each of the 13 local government archive services in Wales, each of the five universities in Wales which employ an archive professional and from the following national institutions and bodies: the National Library of Wales, National Museum Wales, Royal Commission for the Ancient and Historical Monuments of Wales, and the Aberystwyth University Archive postgraduate training course.*

*Category Entered: Archives*

*Project Title: Cynefin: Mapping Wales' Sense of Place*

*Context:*

*Cynefin: Mapping Wales’ Sense of Place is a three-year activity project to digitise and web-mount the tithe maps of Wales to create a continuous online map of the country at a key point in its development. It is funded primarily by the Heritage Lottery Fund (HLF) with support from Welsh Government through its agency CyMAL: Museums Archives Libraries Wales. The project will provide a significant public benefit by providing access to the tithe maps and the associated information.*

*As well as the web-mounting of the tithe maps, six local projects have been planned across Wales to engage people with different aspects of the tithe maps, each one a partnership between a local authority archive service and one or more local community groups in their area. These projects are particularly aimed to engage the tithe maps with non-users of archives. Thus one of the local projects (on Gower) uses the tithe maps to help identify areas of ancient woodland but then volunteers are carrying out surveys of the woodland ecology to assess its state of health. Another (Betws near Bridgend) takes a tithe map literally as a base for embroidering community folklore and memories about the local parish.*

*The overall success of the local projects relies on a partnership between community groups, schools and ARCW members. Stakeholders in the local projects are relevant local authority archive services, community groups and local schools.*

*The marketing challenge of the Cynefin project is to reach our target audiences both in person and online with a similar message about the uniqueness of the tithe maps and their value as a resource for a wide variety of activities, encouraging people to participate in the project in different ways.*

*Aims and Objectives:*

*In order to set targets and show how we planned to engage members of the public with the project, we developed a marketing plan which we submitted to HLF with our application. The marketing plan (attached with this application) set ambitious SMART targets for the output and reach of the project:*

*\* 1,100 maps digitised by September 2016*

*\* 1,100 maps georeferenced and the accompanying apportionments transcribed by volunteers through crowdsourcing by September 2016*

*\* 550 Volunteers having worked on the project by September 2016*

*\* 300 Volunteers having received training by September 2016*

*It should be noted that these volunteers are of different types, some working online others on the local projects. Each local project has individual targets for the number of volunteers it aims to include.*

*Strategy and Planning:*

*We took stock of the marketing strategies of several recent online initiatives, such as the National Library of Scotland's 'Scotland's Places' and also the work of People's Collection Wales.*

*Our core audience can be described as 'archive-friendly', existing archive users or members of local history societies. Our target audiences are more varied and include for example:*

*\*People with only a vague interest in history and no particular interest in archives: two of the local projects are aimed at this group. The project running in Betws near Bridgend will involve volunteers learning embroidery as they sew additions onto a canvas copy of a tithe map. The project running in Swansea and Gower will involve volunteers with an interest in ecology carrying out surveys of ancient woodland.*

*\*The Welsh diaspora: we aim to recruit online volunteers from as wide a range as possible, including people who have moved away from Wales and may be several generations removed, but retain an emotional connection with Wales.*

*While some of the practical steps of implementing this strategy remain to be executed, we have undertaken the research and formulated the strategy as part of our application to HLF. Our actions so far to engage volunteers and more generally to market the project are as follows:*

*\*Informal partnerships with similar-minded organisations such as the Welsh Place Name Society which was involved in soft launch. We also cooperated with Merched y Wawr during the launch of their book on field names, and also took part in the ARCW forum.*

*\* Simultaneous and parallel targeting of online and physical volunteers both locally and online with the core Cynefin brand.*

*Tactics and Implementation:*

*\* We developed a brand with a simple bilingual strapline 'Cynefin: Mapiau Degwm, The Tithe Maps of Wales'. We produced a series of leaflets : the first for distribution primarily to our core audience through record offices and libraries, the second targeting the Royal Welsh Show, the third a gatefold leaflet targetting the National Eisteddfod in Llanelli, and the fourth a gatefold leaflet to conicide with the launch.*

*\* The logo and graphics were developed by a graphic designer to create a consistent brand for the initial blog, leaflets and subsequently the main Website http://cynefin.archiveswales.org.uk*

*\* We built online awareness early with a blog and use of Twitter and Facebook (two twitter feeds, one for each language: @cynefinproject and @prosiectcynefin and also two Facebook pages https://www.facebook.com/prosiectcynefin and ). The message we put out was and is based on our perceived needs at any one time, for example georeferencing the tithe maps proved much more popular than transcription of the apportionments when we launched the project website, so we needed to recruit more transcribers.*

*\* In line with the above, we are taking our message to family historians in particular (who are generally more interested in transcribing names) through workshops held at NLW in the first instance then others planned for Swansea, Brecon, Anglesey, Cardiff for Feb, March 2015. There will be more to follow, in addition to Tithe Map Workshops for year 3*

*\* Specific program of stories and events as foundation for effort*

*\* Campaign of YouTube videos planned*

*\* Cooperation with Welsh television programmes including inviting them to the project launch. ('Caeau Cymru' and 'Darn bach o Hanes')*

*\* Articles prepared including Golwg, Gwynedd Roots, Geoconnexion Magazine and ARC magazine*

*Crowdsourcing : deploy parallel local volunteer effort (at NLW) to support development of platform*

*Results/Measurements/Outcomes:*

*While the project project is ongoing until the end of September 2016, we have the following quantitative results:*

*3,800 online georeferencing and transcription sessions have taken place so far since the crowdsourcing website launch in November 2014*

*371 hours of transcription and georeferencing by volunteers during November and December 2014*

*On Twitter there are 157 followers in the English language 192 followers in Welsh*

*A full external evaluation is scheduled in two stages (intermediate and final) for June 2015 and June 2016.*

*Date of Project: 1 October 2013 - 30 September 2016*

*Summary:*

*The project will provide online access to the thousand or so tithe maps and apportionments currently held in the National Library of Wales and will do so by recruiting crowdsourcing volunteers to transcribe and georeference the data. Six local projects spread across Wales encourage local groups and individuals to engage with the heritage represented by their local tithe map and use the information for a wide variety of purposes.*

*The project created a marketing plan as part of its application for funding and is shortly to recruit a Marketing and Outreach Officer to help implement the plan. External consultants have been engaged to assist with the evaluation of the project.*

*The marketing of the project has been carefully planned based on information gathered during both the pre-application and development phases of the project. Although still in progress and not fully evaluated, Cynefin shows the value of both having a marketing plan and retaining flexibility to respond to the unforeseen challenges.*