

## Scottish Family History Service Project – ‘ScotlandsPeople’

**User Group Meeting – Lord Clerk Register’s Room, General Register House, 11/01/06 @ 14.00**

**Present:** Duncan Macniven (Chair), Alison Horsburgh, George MacKenzie, Bob Phillips, Joanna O'Rourke (secretary) (NAS), Ron Bell, Helen Ewing, Denise Cowan (GROS), Anne Garven, Kenneth Nisbet, Jean Sanderson, Lorna Munro, Anne Cruickshank

**Apologies:** Eddie Turnbull, Ewan Steed, Angus Mitchell

**Action Point Summary:** JOR=5, BP=1 , RB=1, CLL=1

Agenda Item	Outcome	
<b>1. Minutes of last meeting, matters arising</b>	The minutes of the last meeting were approved. There were no matters arising.	For info.
<b>2. Update on progress</b> (Duncan Macniven)	<p>Duncan updated the group on progress on the project since the last meeting and the following points were noted:-</p> <p><u>Accommodation</u> The phase 1 building work was approximately 10 weeks behind schedule due to a variety of factors. Work on phase 2 will begin approximately a month ahead of schedule – on 23<sup>rd</sup> January – to ensure that time can be recovered during the second phase. As a result, the NRH lunch room had been closed but Bob stated that it was his intention to re-open it as soon as possible to minimise the inconvenience to customers.</p> <p><u>Internet</u> The 1851 census was due to go online on ScotlandsPeople.gov.uk at the end of January 2006 and 1841 would follow in February/March 2006. It was also noted that approximately 10% of the 1851 images were poor quality and would need to be re-captured in colour before they could be made available online. Anne asked when the 1861, 1851 and 1841 censuses would be available on DIGROS and Duncan stated that GROS were currently re-assessing their IT priorities with this in mind.</p> <p>Duncan stated that the ScotlandsPeople website was being made available in libraries and schools through a voucher scheme. Kenneth queried whether this was discriminating against home users of the site and it was noted that it was up to individual libraries to set fees for access to the site but that libraries would have to pay for the vouchers and that it was likely that they would pass this charge onto customers.</p>	<p>For info.</p> <p>For info.</p> <p>For info.</p>
<b>3. Accommodation</b> (Bob Phillips)	<p><u>Cafe</u> Bob stated that the initial café concept had been developed following input from the retail consultant and that we were now looking at a staffed café offering a limited selection of food and drinks. Two options for this space had been produced and the favoured option had a curved counter as this maximises the serving/display space.</p> <p>Anne queried the cost of food served in the café and Duncan suggested that the retail consultant might be asked about potential prices for food so that customers could be surveyed about prices. Joanna agreed to ask Gordon Bell about this.</p> <p>Anne queried whether food would be prepared in-house and Joanna stated that Gordon Bell had recommended that food be bought in on a daily basis as this would reduce costs.</p> <p><u>Shop</u> Bob stated that the plans for the shop area were being developed in response to input from the retail consultant.</p> <p>It was noted that a list of products – including publications – was in the process of being produced by a product consultant. It was agreed that this document would be given to the User Group for consultation.</p> <p>Duncan suggested that it would helpful to have a floor plan of the revised design, together with the architect’s vision for the next User Group meeting and Bob agreed that this was feasible.</p>	<p>For info.</p> <p>JOR</p> <p>JOR</p> <p>For info.</p> <p>JOR</p> <p>JOR/BP</p>

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<p><b>4. IT queries</b></p>	<p><u>CLL update</u> Joanna updated the group on progress on the CLL digitisation project. One volume remained to be indexed and SoL had been consulted about putting the images up to and including 1905 on ScotlandsPeople.gov.uk. It was also noted that no charging agreement for CLL material was in place and that the images and indexes could not be made available until this was done. Joanna stated that there had been discussions about launching the material at the Heraldic Conference in August 2006 but that this remained to be finalised.</p> <p><u>Search and Result Screens</u> Ron highlighted several queries arising from his paper and the following points were agreed:-</p> <ol style="list-style-type: none"> <li>1. The system will use the pre-1975 county names in post-1975 searches and will provide a match list as an additional resource. Where an RD changes county it will appear in search results for both counties</li> <li>2. The Group would like the ability to search using 'both' and 'male' and 'female' for all searches where possible.</li> <li>3. County names should appear in search results but this may make the page longer.</li> <li>4. It will be possible to use Soundex on a wills and testaments search</li> <li>5. Commonality of searching – e.g. cross-census searching – is desirable where possible but that it is neither possible nor desirable to search more than one census at a time.</li> <li>6. NAS surname variants list will be used as an alternative to Soundex and this will be developed by adding GROS-identified variants</li> </ol>	<p>CLL</p> <p>RB</p>
<p><b>5. Marketing</b> 5.1 Consumer research propositions</p>	<p>Joanna stated that, in line with the aim of attracting new audiences to the ScotlandsPeople Centre, Barkers PR have been appointed to carry out some research into non-users of family history sources with the aim of producing a more targeted marketing strategy. The research proposal will seek to:-</p> <ul style="list-style-type: none"> <li>- Test perceptions of the building/Centre</li> <li>- Test perceptions of basic service concept - ability to search family history records</li> <li>- Test their perceptions of our logo(s)/visual identity</li> <li>- Test perceptions of basic charging concept</li> <li>- Test perceptions of a selection of advertising propositions prepared by Barkers</li> </ul> <p>In respect of the last item, a variety of propositions had been prepared. The User Group examined these and thought that all the type-only examples were effective.</p> <p>The Group also thought that the majority of the visuals produced were good and that the use of humour was effective. Several of the ideas could be extended into campaigns and there was potential for shop product use too. The least popular were 'Generation Game', 'Gravestone', 'Molecules', 'Map'. Particular suggestions were as follows:-</p> <p><b>Map</b> - the map idea could work in some form but the meaning of this example is too obscure/too open to interpretation to be useful. Suggested amendments were 'your family/ancestors are here'. Perhaps the jigsaw piece could be included.</p> <p><b>Left hand</b> - thought the 'left hand' idea had potential but needed to be teased out further perhaps with different examples - Scotsman with claymore etc.</p>	<p>JOR</p>
<p><b>6. AOCB</b></p>	<p><u>2009 Year of Homecoming</u> George stated that he had met with Alison McRae, project director, regarding plans for the Year of Homecoming in 2009 and that SFHS should look at how they could tie in with this in due course. It was agreed that the next User Group meeting would take place on Tuesday 28<sup>th</sup> March 2006.</p>	<p>For info.</p>