

# UK archives visitor survey

## Distance access

The resources available to archive visitors are increasing and their demands are becoming more sophisticated.

As a result the demands on archive staff have become more complex and their roles have shifted from acting as an information signpost to providing a wide spread of support to visitors.

This survey looks at the services provided from the visitor point of view, so that archive services can adapt and improve.

On a national level, the survey presents an opportunity to benchmark against other archives, and understand overall customer profiles.

It demonstrates to your customers, partners and funders that you are committed to meeting service needs as part of a continuous improvement process and is a way of understanding who is making use of archive services and obtaining the demographic profiles of your customers.

### Capture the visitor journey by understanding:

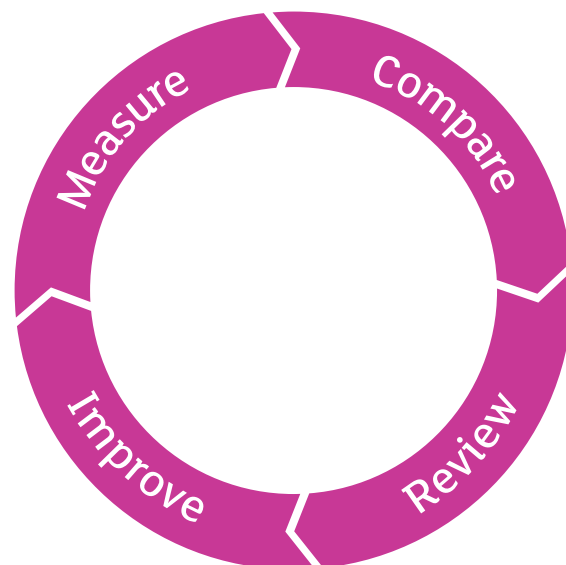
- Preparations taken in advance of their visit
- Impressions of staff, services and facilities
- The consequences of their visit

## Our service

We provide you with a questionnaire that is updated to reflect the needs of the sector, provide you with online and hard copy options to collect and return customer feedback, scan and analyse your returns and provide you with a comprehensive, comparative report.

### Identify:

- Areas for improvement
- Staff training requirements
- Visitor demand
- How your archives compare against others and over time
- How service modifications have affected usage



## Identify:

- How to improve services and communication
- Whether your users' demands are being met
- Why users visit the archive
- Your user demographics
- How your customer's responses compare to other archives

As well as bespoke research services we also provide well established comparable national customer research for:

- UK archives distance users
- Libraries (adults and young people)
- Finance Users

### For more information please contact the research team:

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[cipfa.org/services/research/standard-products/archives-distance-enquiry-services-survey](https://cipfa.org/services/research/standard-products/archives-distance-enquiry-services-survey)