

## ARCW Marketing Strategy Recommendations Summary

The ARCW Marketing Report recommendations summarised below have been ranked by the project team in terms of feasibility, impact and priority (from high to low). We think that the first set of recommendations are feasible (at least in part) in the short term:

Ref	Recommendation	Outcome	Description
2.2	National Social Media Strategy	Increase <b>visibility</b> and <b>consistency</b> of the Welsh archives' brand/story.	<ul style="list-style-type: none"> <li>• ARCW to provide <b>resources for social media use</b> by member services, including <b>templates</b> to invite user-generated content in archives, <b>how-to guides</b> for platforms e.g. TikTok, <b>guidance</b> on image attribution etc.</li> <li>• A <b>form and guidance</b> for submitting <b>stories for publication</b> on the ARCW website &amp; blog.</li> </ul>
4.4	Case Study Bank and Shared Content Library	Showcase outputs and <b>take archives to people</b> to grow engagement.	<ul style="list-style-type: none"> <li>• Build a searchable ARCW case study bank of <b>short, engaging stories</b> (projects, partnerships, discoveries) told from the <b>user/community perspective</b>.</li> <li>• <b>Repository of resources</b> for member services, including <b>checklists and ideas bank</b> for delivering outreach events, plus a <b>shared content library</b> of high-quality images and archive activity photography to reduce duplication and improve consistency.</li> <li>• Add a <b>dedicated online showcase</b> for creative/community outputs (art, films, publications, audio, community histories) to demonstrate what archive engagement makes possible.</li> </ul>
1.2	The 1-2-3 Guide: How to Use a Welsh Archive	<b>Reduce barriers</b> and <b>build confidence</b> to engage with archives.	<ul style="list-style-type: none"> <li>• ARCW and member services to co-design a <b>short, friendly bilingual guide</b> (print + digital) to demystify archives via 3 steps: Find your question, Explore the catalogue, Get in touch.</li> <li>• A <b>core template</b> which each service can <b>localise</b> (contact, booking, catalogue link) while keeping the same sector-wide structure.</li> <li>• For use as a frontline '<b>confidence tool</b>' for first-time visitors.</li> </ul>
1.1	Archive Website Standard	<b>Reduce barriers</b> and <b>build confidence</b> to engage with archives.	<ul style="list-style-type: none"> <li>• ARCW and member services to co-design a sector-wide '<b>archive website standard</b>' (content checklist, not a redesign), including <b>collections overview</b>, clear '<b>How to visit</b>' steps, <b>access info</b>, <b>catalogue links</b>, and an explicit <b>welcoming statement</b>.</li> <li>• Support member services to produce a 2-minute <b>welcome video</b> (what to expect, how the reading room works) and <b>virtual tour</b> to reduce anxiety and support access needs.</li> <li>• Develop and share a <b>common glossary</b> so terminology is more consistent across Wales, building familiarity and confidence across services.</li> </ul>

3.1	Themed Browsing Sessions	Create <b>welcoming entry routes</b> and partnerships for <b>new audiences</b> .	<ul style="list-style-type: none"> <li>• Inspired by <a href="#">Cardiff University Special Collections and Archives' Rummage Club</a>, roll out low-pressure <b>themed browsing sessions</b> for creative/community/business groups: curated material, no research agenda, exploratory handling and discussion.</li> <li>• Use it as a <b>first physical experience</b> that removes intimidation and creates personal connections with staff; designed to seed later visits and projects.</li> <li>• ARCW to provide a <b>simple guide</b> for holding sessions (inviting groups, selecting material, follow-up steps, conversion to deeper engagement).</li> </ul>
4.3	Taking Archives Out: Touring & Pop-Up Exhibition Programme	Showcase outputs and <b>take archives to people</b> to grow engagement.	<ul style="list-style-type: none"> <li>• Pilot a national programme of <b>touring, easy-to-install exhibitions</b> in libraries, community centres, shopping centres, schools and public spaces: <b>meeting people where they are</b>.</li> <li>• Every touring/pop-up <b>includes the 1-2-3 guide</b> and an explicit <b>invitation to visit</b> the archive holding the originals.</li> <li>• Longer term goal of exploring <b>immersive/experiential formats</b> e.g. Augmented Reality / Virtual Reality (AR/VR).</li> </ul>
2.3	'The Story Keepers': Staff Portrait Film Series	Increase <b>visibility</b> and <b>consistency</b> of the Welsh archives' brand/story.	<ul style="list-style-type: none"> <li>• Commission short (3–5 minute) <b>documentary-style portraits</b> of archive staff and the collections they love. Emphasizing human-led storytelling and <b>celebrating the sector's biggest asset: its staff</b>.</li> <li>• Distribute via YouTube with cut-down clips for Reels/TikTok, building <b>a growing library</b> that represents the breadth of Welsh archive services over time.</li> <li>• Produce <b>2–3 pilots</b> in Year 1 with opportunity for ARCW to apply for further funding to extend the scheme.</li> </ul>
3.2	Creative Industries Partnership Model + Open Call	Create <b>welcoming entry routes</b> and partnerships for <b>new audiences</b> .	<ul style="list-style-type: none"> <li>• ARCW, member services and creatives to co-design a <b>Creative Partnership Framework</b> (finding partners, structuring collaboration, payment, marketing, evaluation) so work doesn't rely on informal relationships.</li> <li>• Longer term goal for ARCW to seek funding for an annual open call offering <b>development grants and archive access</b>; align with, and signpost links to, Arts Council Wales funds for collection-based work.</li> </ul>

Recommendations requiring more time and investment (both for ARCW and member services):

1.5	The Digital Concierge: An Archive Research App	<b>Reduce barriers and build confidence</b> to engage with archives.	<ul style="list-style-type: none"> <li>• Build a <b>personalised, gamified research pathway tool</b>: users answer a few questions and receive a tailored project with step-by-step guidance, progress milestones, and a research log.</li> <li>• Could be <b>piloted</b> as a simple <b>web app</b> with a limited number of pathways and 2–3 partner archives.</li> <li>• Longer-term, scale through <b>catalogue integration</b> across all 23 services: a major infrastructure undertaking.</li> </ul>
3.4	Archive Fellowships and Residencies	Create <b>welcoming entry routes</b> and partnerships for <b>new audiences</b> .	<ul style="list-style-type: none"> <li>• Establish an <b>ARCW fellowship programme</b> offering paid, protected time (3–6 months) for artists/researchers to work with collections without predetermined outputs.</li> <li>• Use fellowships to surface <b>fresh interpretations of collections</b> and generate <b>outputs (art, exhibitions, publications, performances)</b> that act as long-term advocacy and audience growth.</li> <li>• Develop a <b>template fellowship brief</b> + funding applications to support bids to funders; archives host fellows locally.</li> </ul>
3.3	Innovation Partnership Model	Create <b>welcoming entry routes</b> and partnerships for <b>new audiences</b> .	<ul style="list-style-type: none"> <li>• Create a structured offer for creative/media/commercial organisations that positions <b>archives as R&amp;D input</b> at the start of projects (briefing + facilitated rummage + deeper research options).</li> <li>• Replace relationship-dependence with a <b>formal route in</b>, promoted via creative/media and business networks.</li> <li>• Provide <b>training</b> for archive staff to frame collections in the <b>language of innovation/R&amp;D</b> and work confidently with commercial partners.</li> </ul>
2.4	Media Partnership: Lifting the Lid on Welsh Archives	Increase <b>visibility and consistency</b> of the Welsh archives' brand/story.	<ul style="list-style-type: none"> <li>• Pursue a <b>formal broadcast/content partnership</b> (e.g. BBC Wales or S4C) with an ambition for a <b>documentary strand</b> showing archives 'from the inside' (archive-led storytelling with mass appeal).</li> <li>• Create a <b>story pipeline</b>: archives flag media-worthy stories; ARCW packages them into press-ready releases and pitches proactively to Welsh/UK outlets.</li> <li>• Identify and <b>support sector spokespeople</b> so staff expertise becomes a recurring media and public-facing asset.</li> </ul>

1.3	The Wildcard: 'Give Me a Project'	<b>Reduce barriers and build confidence</b> to engage with archives.	<ul style="list-style-type: none"> <li>• Launch an <b>ARCW-hosted online form</b> that captures interests/location/time available and routes it to the relevant archive for a personal response with a <b>tailored research project</b>. Would require significant staff time.</li> <li>• Plan a future Phase 2 where <b>Wildcard integrates into the digital concierge (1.5)</b>, using AI to shape curiosity into a project before handover to staff.</li> </ul>
1.4	The At-Home Archive Escape Room	<b>Reduce barriers and build confidence</b> to engage with archives.	<ul style="list-style-type: none"> <li>• Create a <b>subscription-style puzzle product</b> using high-quality printed real archive materials plus online catalogue steps to solve clues (authentic 'archive skills' in a fun format).</li> <li>• Use it to reach people who are curious but not ready/able to visit (distance, mobility, anxiety), and to <b>create a bridge to a real visit</b> (final step invites them to see originals).</li> <li>• Develop <b>2-3 ARCW pilot editions</b> first, then publish an <b>open-source 'DIY escape room toolkit'</b> for services to create <b>local versions</b>; sell at cost-recovery with reinvestment/subsidised options for schools/groups.</li> </ul>
4.1	ARCW Quarterly Magazine	Showcase outputs and <b>take archives to people</b> to grow engagement.	<ul style="list-style-type: none"> <li>• Launch a high-quality <b>bilingual quarterly magazine</b> (print + digital) showcasing collections, discoveries, projects, and diverse user stories across Wales.</li> <li>• Use an <b>editorial model that protects staff time</b>: editor interviews staff and writes/commissions copy so services contribute via conversation, not extra writing tasks.</li> <li>• Distribute via <b>ARCW channels and partner venues</b> with <b>optional subscriptions</b> to build a sustained audience.</li> </ul>
4.2	Children's History Magazine	Showcase outputs and <b>take archives to people</b> to grow engagement.	<ul style="list-style-type: none"> <li>• Develop a <b>bilingual subscription magazine</b> for <b>ages 7-12</b> bringing Welsh history alive with stories, puzzles and real archive material reproductions, plus invitations to local archives.</li> <li>• Address school access barriers by <b>reaching children at home/in classrooms</b> to build early familiarity and confidence.</li> <li>• Broker a <b>publishing/sponsorship partnership</b>; develop <b>with teachers for curriculum fit</b>; pursue funding via education/culture routes.</li> </ul>

The below recommendation related to the ARCW Branch Launch will be prioritised as part of project activities in the autumn. The project team will share more information about this launch in due course:

Ref	Recommendation	Outcome	Description
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2.1	ARCW Brand Launch	Increase <b>visibility</b> and <b>consistency</b> of the Welsh archives' brand/story.	• ARCW to relaunch <b>Archives Wales brand</b> and <b>new website/resources</b> , generating sector-wide publicity.
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