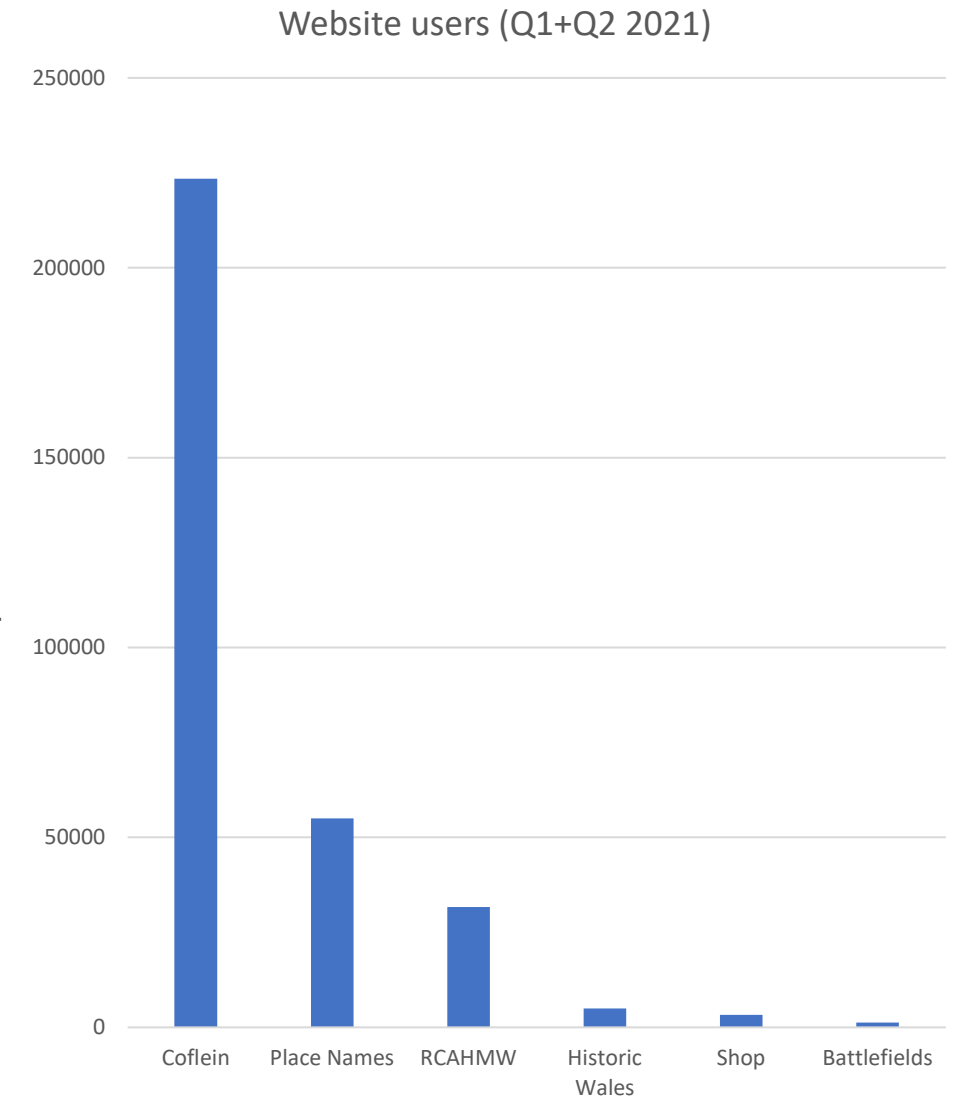


# Digital Services

The Royal Commission promotes and shares historic environment information and resources through a number of websites and platforms:

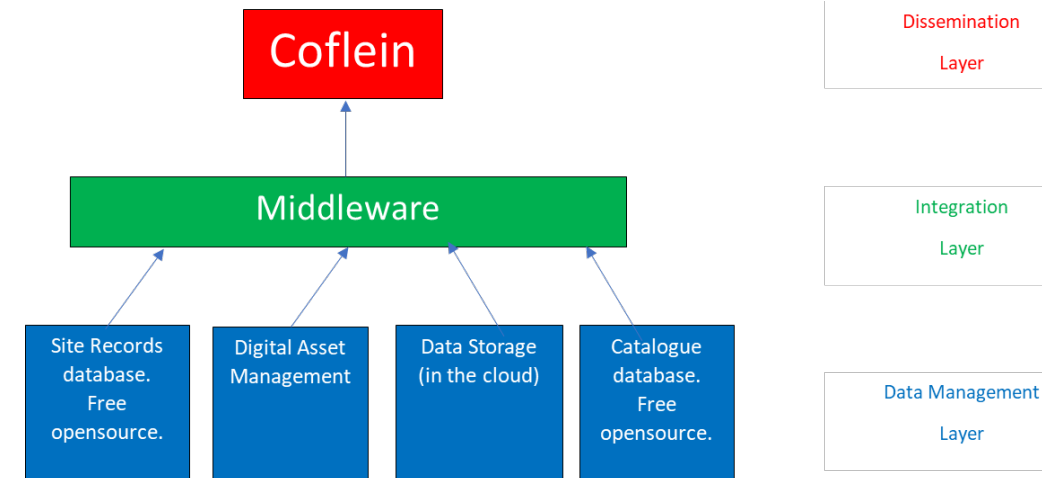
- [Coflein](#)
  - [RCAHMW website](#)
  - [RCAHMW shop](#)
  - [List of Historic Place Names of Wales](#)
  - [Historic Wales](#)
  - [Inventory of Historic Battlefields in Wales](#)
- On average 1,934 people using RCAHMW websites every day
  - Shop, Coflein, Place Names website all increasing user numbers in 2021



# Digital Delivery project – bring data management in-house

Our WG funded project to bring data management systems in-house was completed in the summer, and benefits anticipated at start of the project are all being demonstrated:

- **More control of development opportunities to allow development tailored to the needs of the organisation and sector.**
- **Allow growth of the digital archive in response to the increasingly digital nature of the organisation's work outputs and future collections.**
- **Lower annual maintenance costs.**
- **Development of an e-commerce facility will lead to increased revenue.**
- **Increased staff time efficiency because of better tools meaning more flexibility to target growing parts of the archive, particularly digital collections.**



# Coflein

Coflein contains details of many thousands of archaeological sites, monuments, buildings and maritime sites in Wales, together with an index to the drawings, manuscripts and photographs held in the NMRW archive collections.

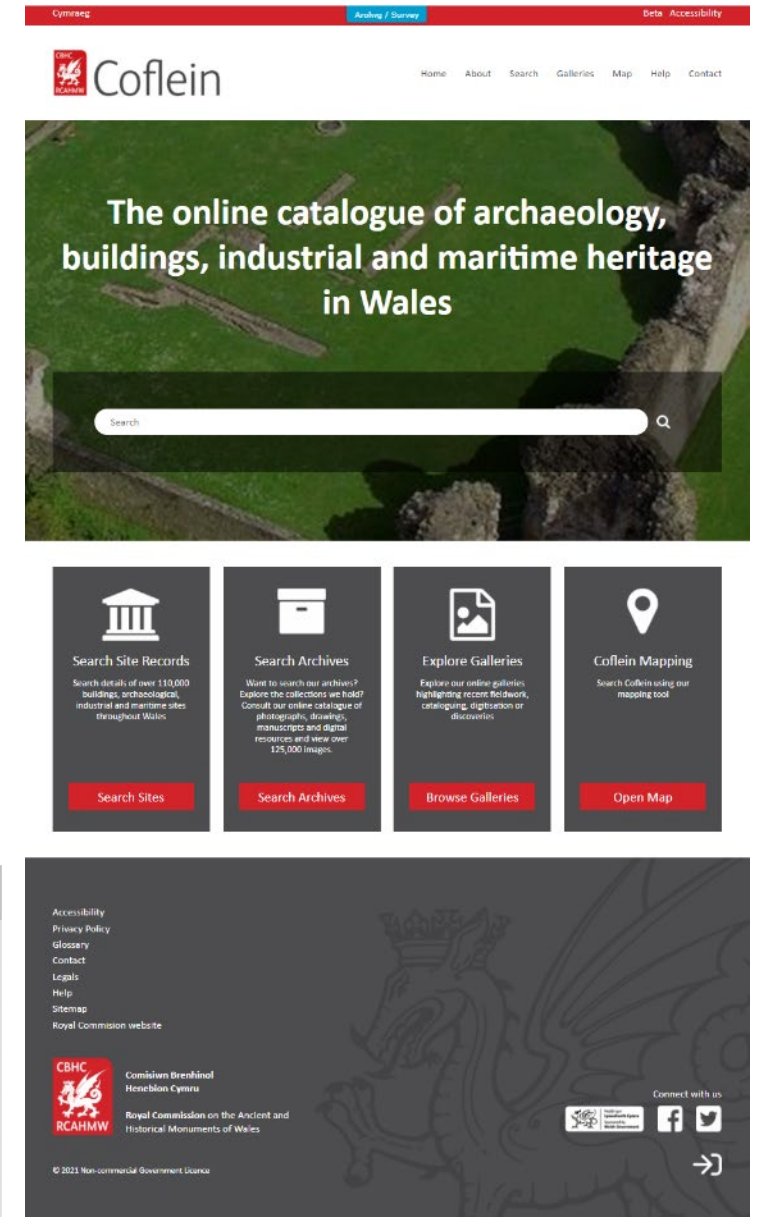
- New responsive website launched in February 2021
- Good levels of engagement vs comparable website (e.g. People’s Collection Wales) i.e. more pageviews and longer sessions.

## Coflein:

Session Duration Bucket <sup>?</sup>	Sessions <sup>?</sup>	Pageviews <sup>?</sup>
0-10 seconds	125,027	127,026
11-30 seconds	4,258	9,231
31-60 seconds	3,944	9,372
61-180 seconds	7,423	20,115
181-600 seconds	7,257	23,473
601-1800 seconds	5,077	20,575
1801+ seconds	902	9,850

## PCW:

Session Duration Bucket <sup>?</sup>	Sessions <sup>?</sup>	Pageviews <sup>?</sup>
0-10 seconds	232,926	241,290
11-30 seconds	10,125	13,091
31-60 seconds	4,303	5,593
61-180 seconds	2,971	4,777
181-600 seconds	1,259	3,655
601-1800 seconds	579	3,331
1801+ seconds	147	4,069

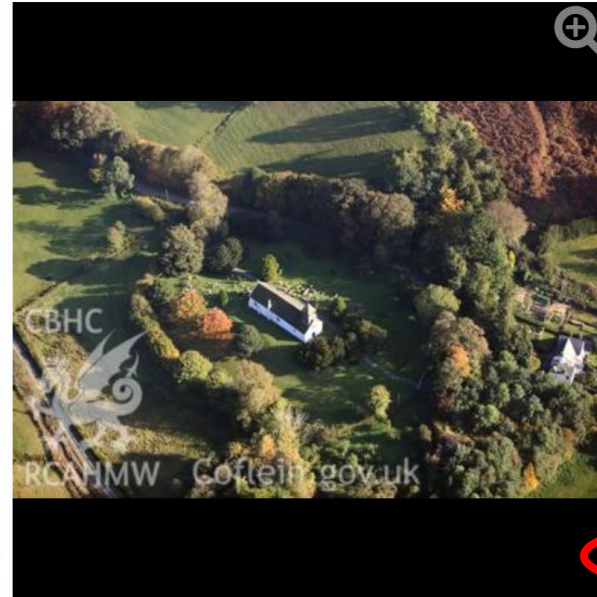


# Coflein Digital Asset Management System (iBase)

Our new iBase system has hugely streamlined the process allowing users to access, download and licence over 185,000 high-resolution images for personal and commercial use.

- 6,865 users (3%) have linked from Coflein records to iBase.
- 175 download transactions (many for multiple images).
- £1,635 image licensing fees (Q1+2).

AP\_2010\_3546



## Item details

iBase ID	337863
Title	AP_2010_3546
Archive number	6465388
Original image ref	AP_2010_3546.TIF
Creator	Toby Driver
Capture device manufacturer	Digital Camera
Capture device model	Canon EOS-1Ds Mark III
Software type	UNKN
OS type	WIN32
Compression type	NONE
Image resolution	300
Bit depth	16
Colour space	RGB
Date last modified	13/10/2010

[To view this item in Coflein click here](#)

## Commerce options

For sale

## Purchase options

Use

By purchasing a personal use licence for this media you are bound by the [Personal Use Licence Agreement](#).

## Media options

Digital File  
Web use resolution, watermarked (400px  
1MFC) FREE

## Description [Original file details](#)

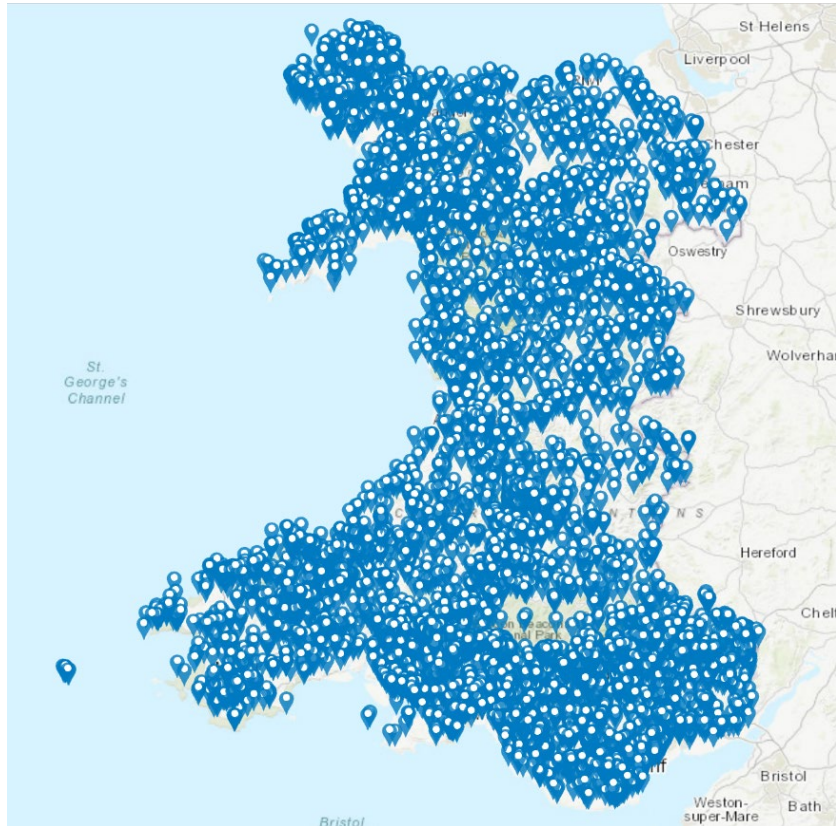
RCAHMW colour oblique photograph of St David's Church, Glaschw. Taken by Toby Driver on 13/10/2010.


## Collections with this item [Other items like this](#)



# Enwau Lleoedd Hanesyddol – Historic Place Names

- 55% increase in Users in last year.
- Constantly increasing number of names in the List (over 23,000 added in the last 8 months).



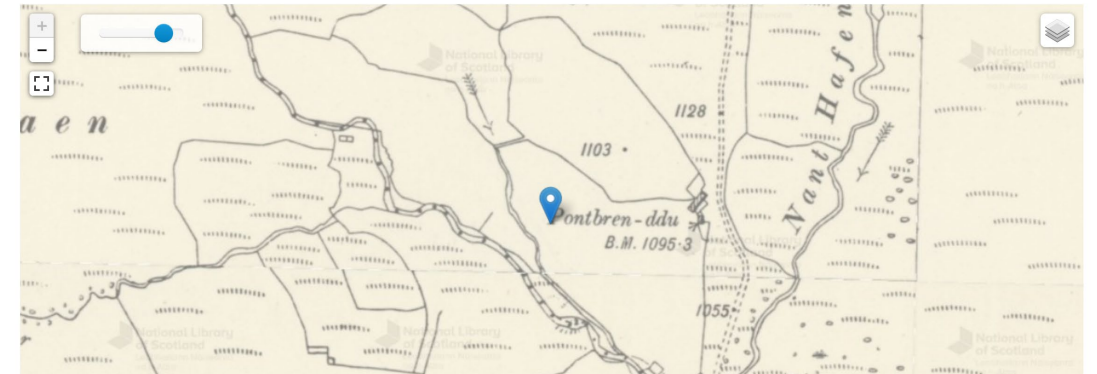

CYMRAEG


Rhestr o Enwau Lleoedd Hanesyddol  
List of Historic Place Names

Home About Help Search Map Blog Contact

Enter all or part of name  Search

Recorded name: Pontbren-ddu



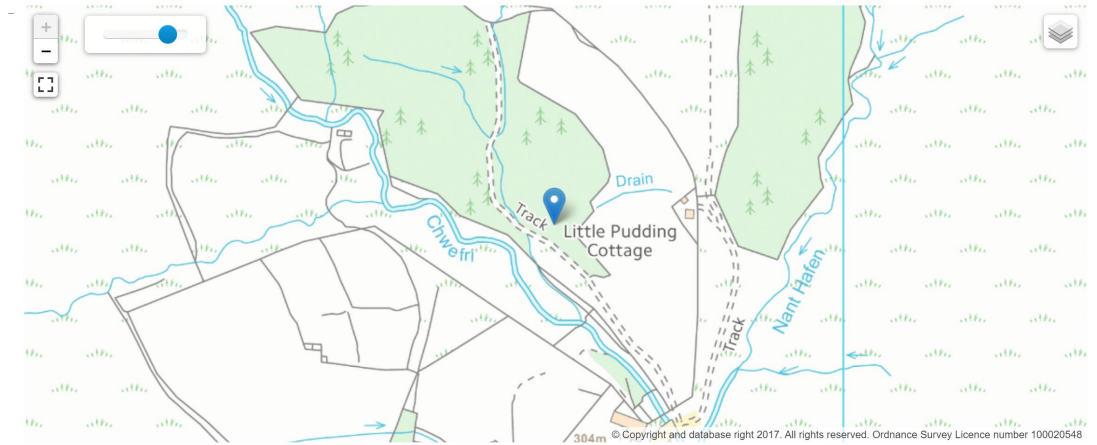

CYMRAEG

Rhestr o Enwau Lleoedd Hanesyddol  
List of Historic Place Names

Home About Help Search Map Blog Contact

Enter all or part of name  Search

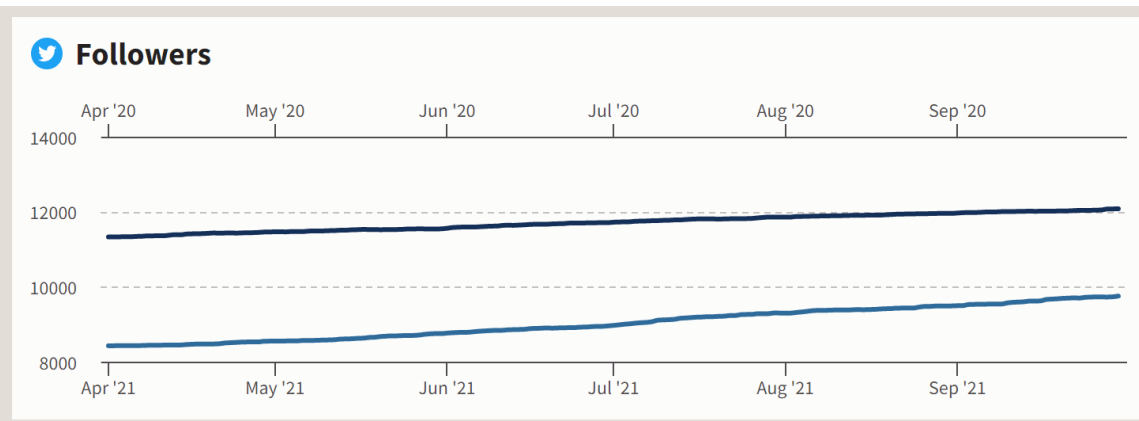
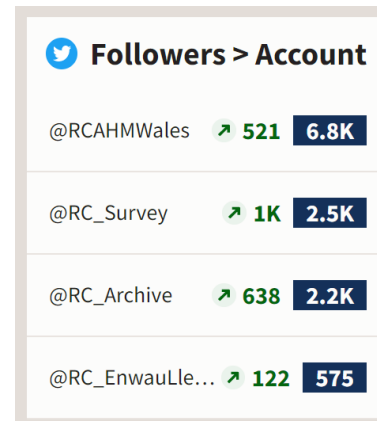
Recorded name: Pontbren-ddu



Head Name	Undefined
Type	Settlement
Grid Reference	SN 94689 59481

# Social Media - Twitter

- 4 twitter accounts (1 corporate account and 3 specialist interest accounts).
- Over 12,000 followers (2,300 added since 2020).
- Use of topical (e.g. #COP26) and regular (e.g. #standingstonesunday) hashtags has helped us reach wider audiences.



# Social Media - Facebook

- 1 Facebook account.
- Nearly 10,000 fans.
- Programme of talks being broadcast as events on Facebook has been incredibly successful. Often hundreds watch live, with many more catching up later (e.g. Toby Driver's "Bronze Glass and Gold" talk has now been viewed over 4,000 times).

Moely Llyn

Yrnau o Benlan-isaf, Penllwyn a Llanilar  
Urns from Penlan-isaf, Penllwyn & Llanilar

Groes fawr

Yr Oes Efydd gynnar-canol:  
2500 – 1200 CC  
The early-middle Bronze Age:  
2500 – 1200 BC

Royal Commission on the Ancient and Historical Monuments of Wales  
July 15, 2020 · 🌐

**Bronze, Glass and Gold: Prehistoric and Roman Treasures from...**  
Darlith Toby Driver ar Bronze, Glass and Gold: Prehistoric and Roman Treasures from Ceredigion...  
See more

👍❤️ 97      57 Comments 4.1K Views

👍 Like    💬 Comment    ➦ Share

**Up Next**

Count Arthur Strong: Two Teas  
Count Arthur Strong ✓  
34 weeks ago · 33.9K views

Jonathan Pie - Lockdown #1  
Jonathan Pie ✓  
20 hours ago · 109.6K views

GTA 5  
X1 Gaming  
4 hours ago





# Social Media - YouTube

- All talks, demos and reconstruction animations are published on our YouTube channel.
- Nearly 20,000 views this year so far.
- Growing number of subscribers.
- Gives ongoing access to our videos when they fall out of view on Facebook or Twitter.

The screenshot shows the YouTube channel interface for RCAHMW. At the top, there are navigation tabs: HOME, VIDEOS, PLAYLISTS, CHANNELS, and ABOUT, along with a search icon. Below this is the 'Uploads' section with a 'PLAY ALL' button. Five video thumbnails are displayed in a row, each with its title, view count, and upload date. The titles are: 'Exploring The Slate Landscape of Northwest...', 'Mapping the Maps & Bounding the Boundaries by...', 'Taith Tywys Rhithiol o Llyfrgell CBHC', 'RCAHMW Library Virtual Tour', and 'The View From Above: One hundred years of aerial...'. Below the uploads is the 'Popular uploads' section, also with a 'PLAY ALL' button. Five video thumbnails are shown, with titles including 'The Pontcysyllte Aqueduct, Trefor, Wrexham - Royal...', 'Maenofferen Slate Quarry, Blaenau Ffestiniog, North...', 'Land of Forges and fire: Merthyr Tydfil in the 1800s', 'Hafod Copper Works, Swansea - Royal Commissi...', and 'Ynys Enlli / Bardsey Island'. At the bottom, there is a section for 'Reconstruction Animations of Historic Welsh House Types' with a 'PLAY ALL' button and a brief description: 'Six reconstruction animations of historic Welsh house types created by RCAHMW and See3D Ltd for the S4C television series 'Cartrefi Cefn Gwlad Cymru' (Ffilm productions).'

## Your videos got 19,901 views in 2021

