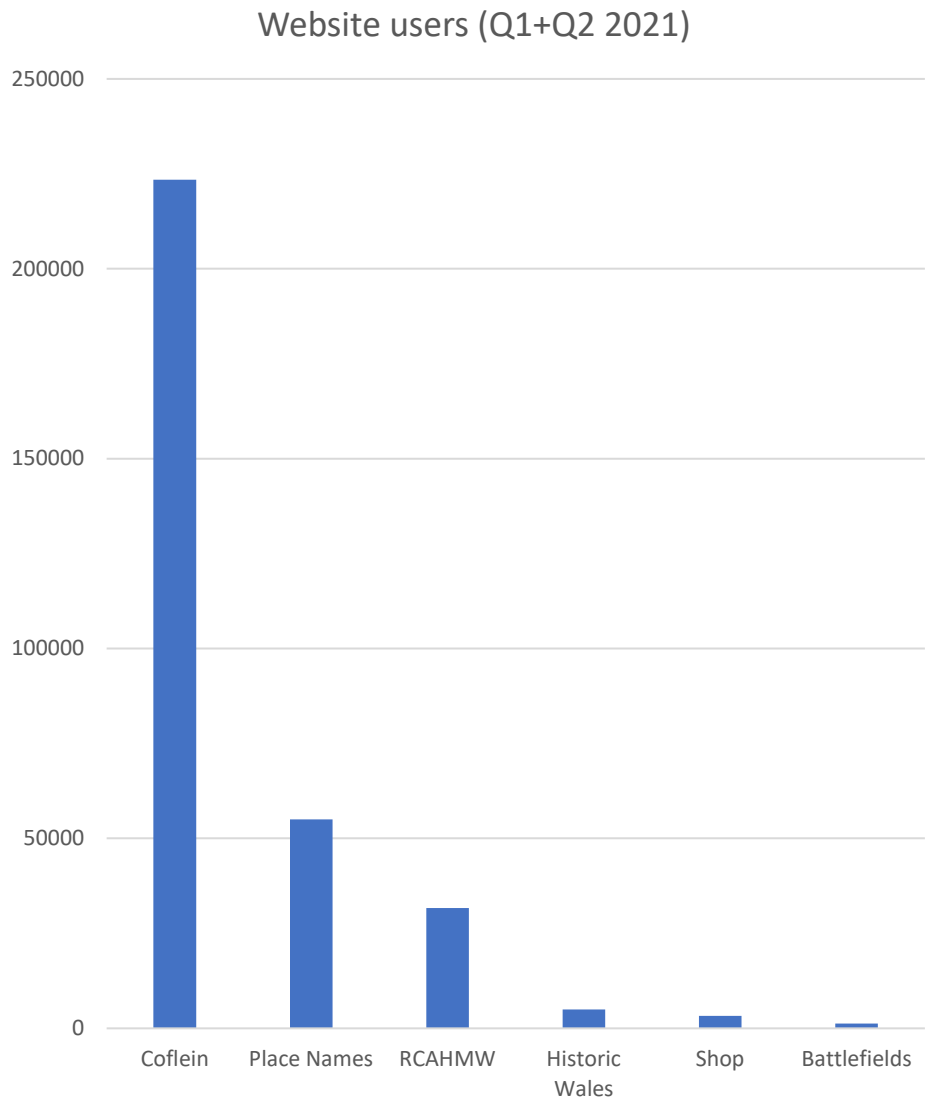
Digital Services

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

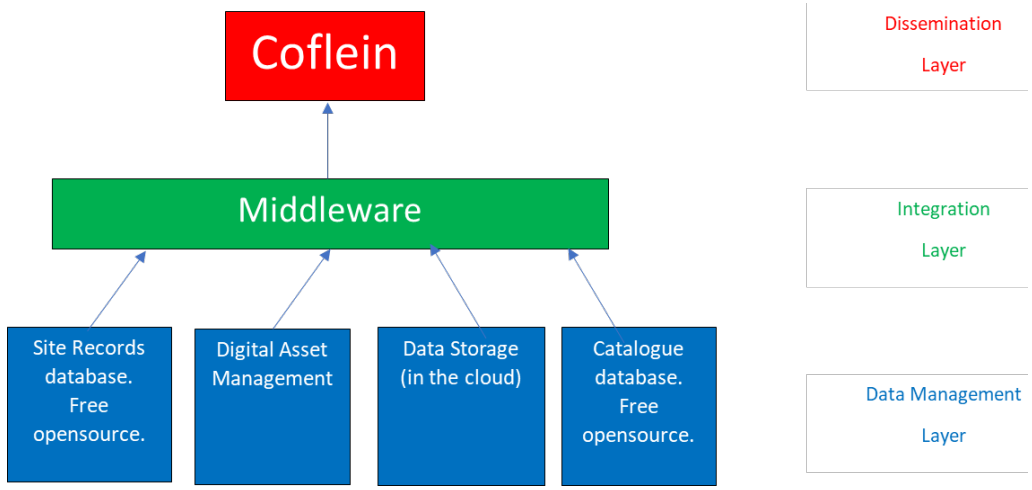
- On average 1,934 people using RCAHMW websites every day
- Shop, Coflein, Place Names website all increasing user numbers in 2021



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:

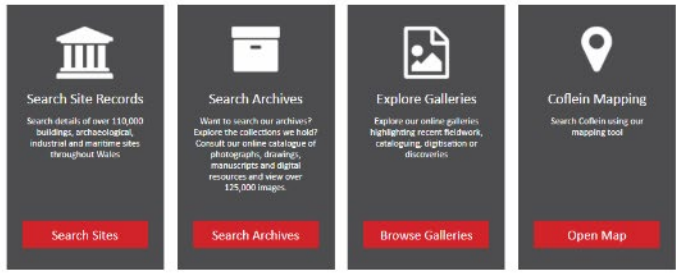
- **More control of development opportunities to allow development tailored to the needs of the organisation and sector.**
- **Allow growth of the digital archive in response to the increasingly digital nature of the organisation's work outputs and future collections.**
- **Lower annual maintenance costs.**
- **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	Sessions	Pageviews
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

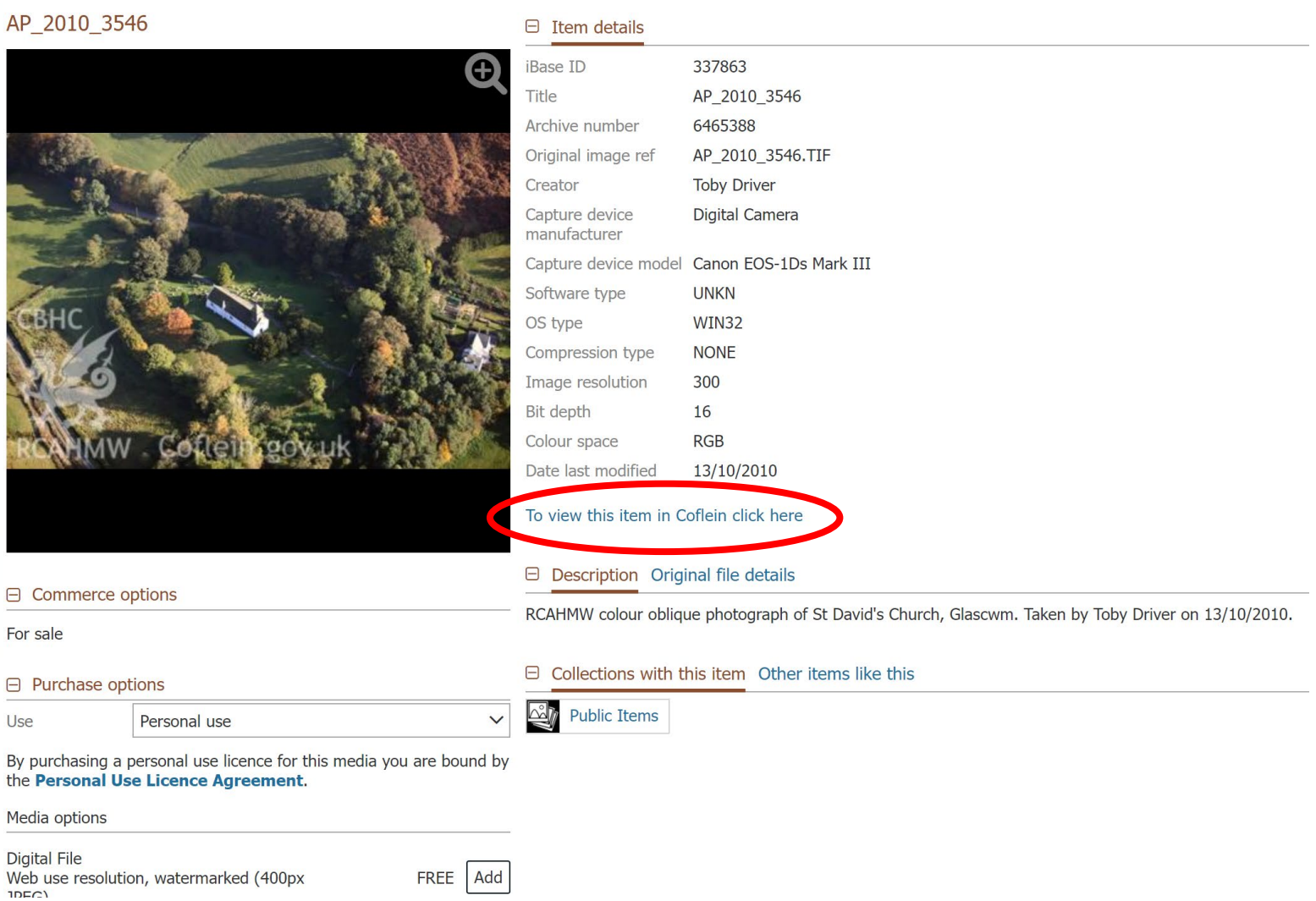
PCW:

Session Duration Bucket	Sessions	Pageviews
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)

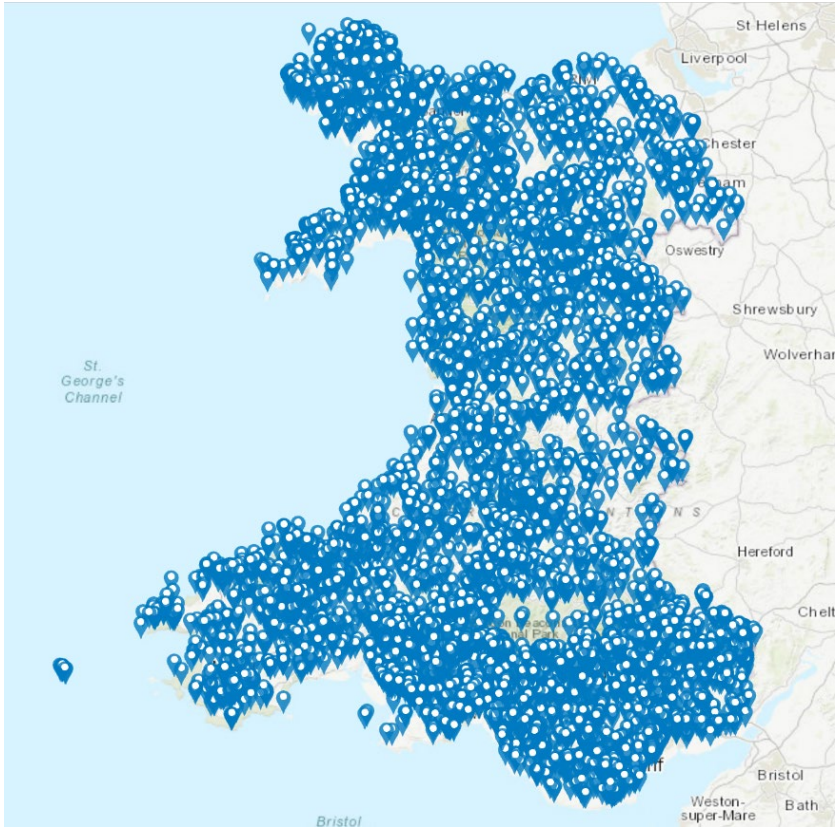
Our new iBase system has hugely streamlined the process allowing users to access, download and licence over 185,000 high-resolution images for personal and commercial use.

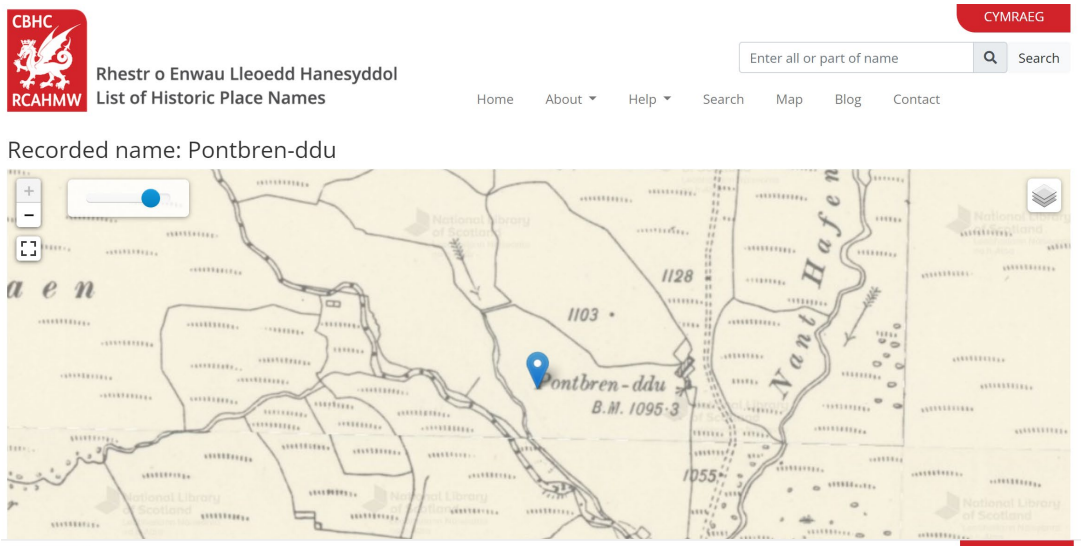
- 6,865 users (3%) have linked from Coflein records to iBase.
- 175 download transactions (many for multiple images).
- £1,635 image licensing fees (Q1+2).

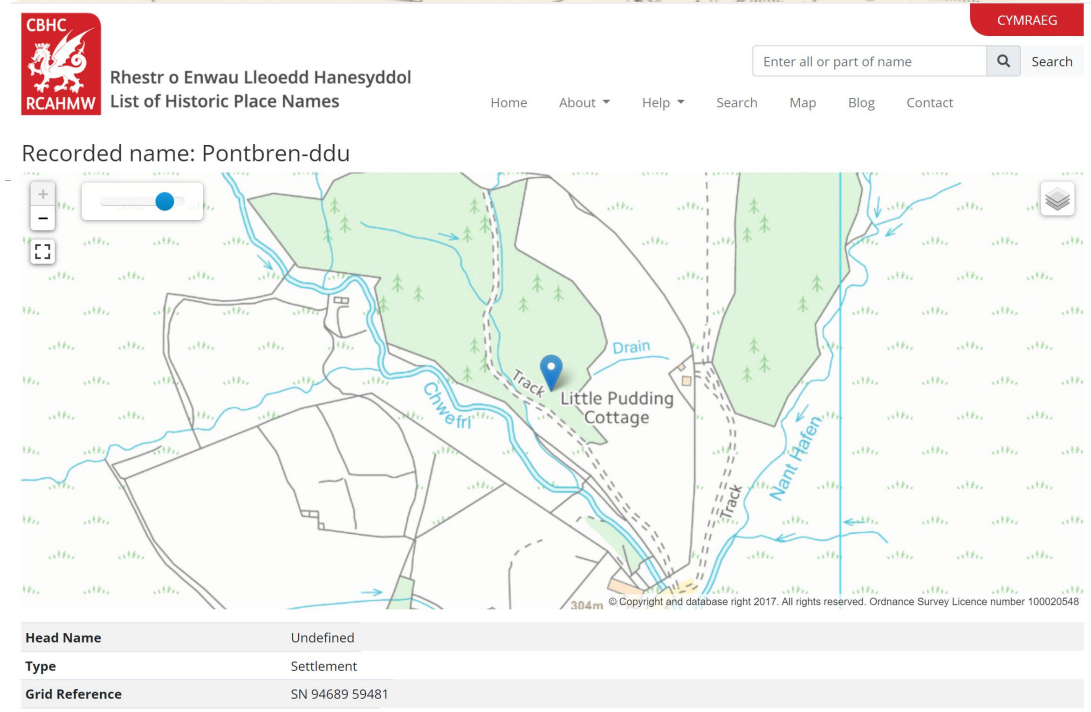


Enwau Lleoedd Hanesyddol – Historic Place Names

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







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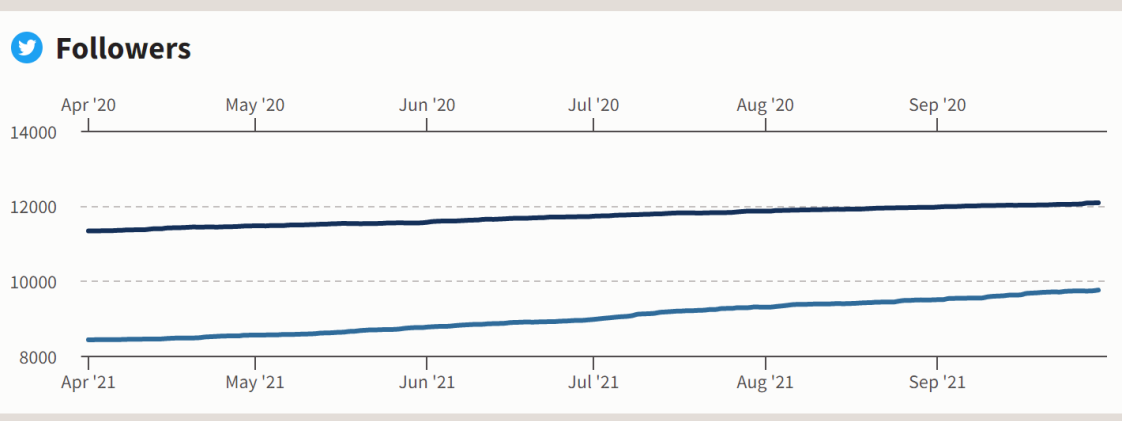
Grid Reference	SN 94689 59481

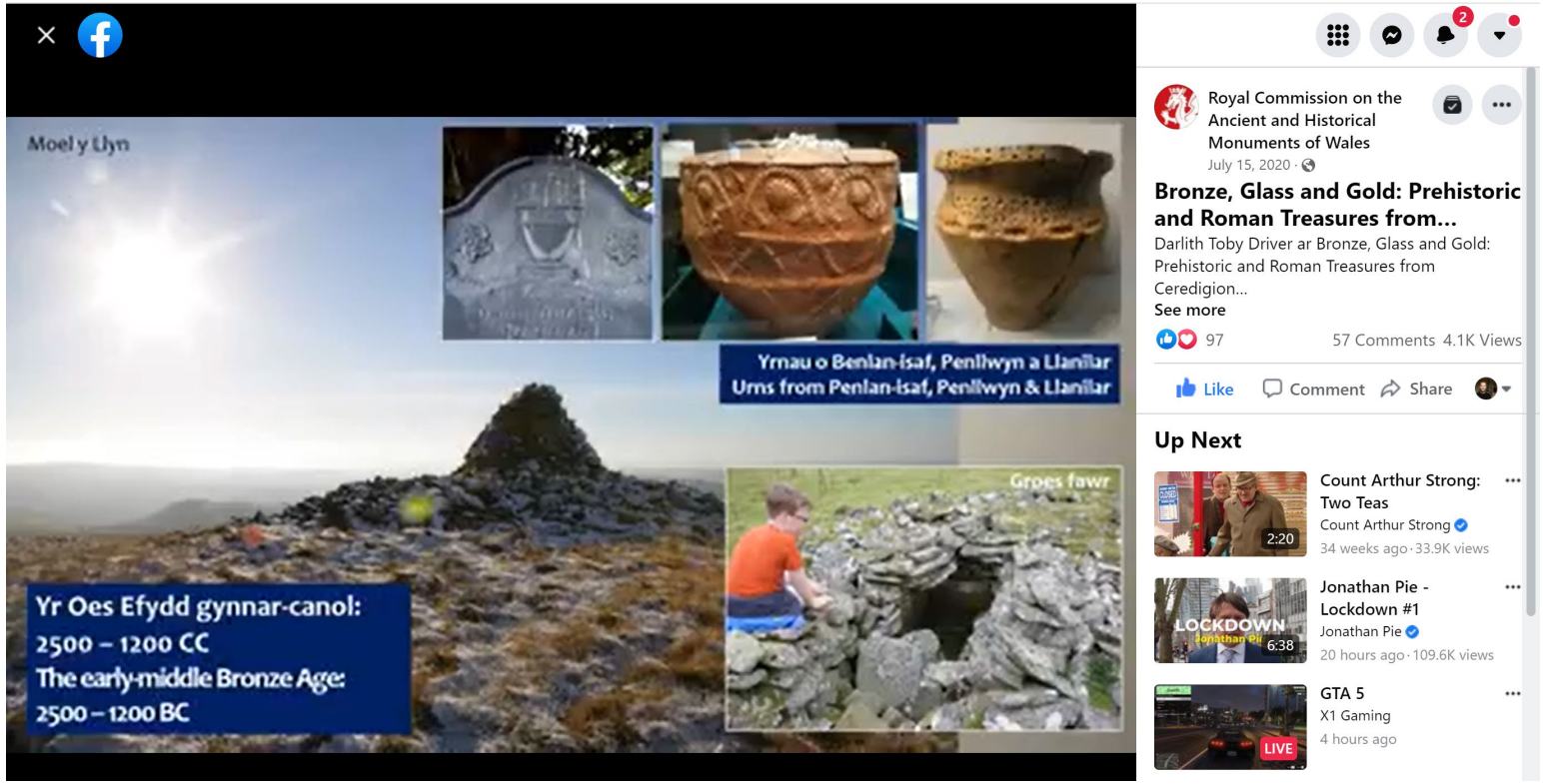
Social Media - Twitter

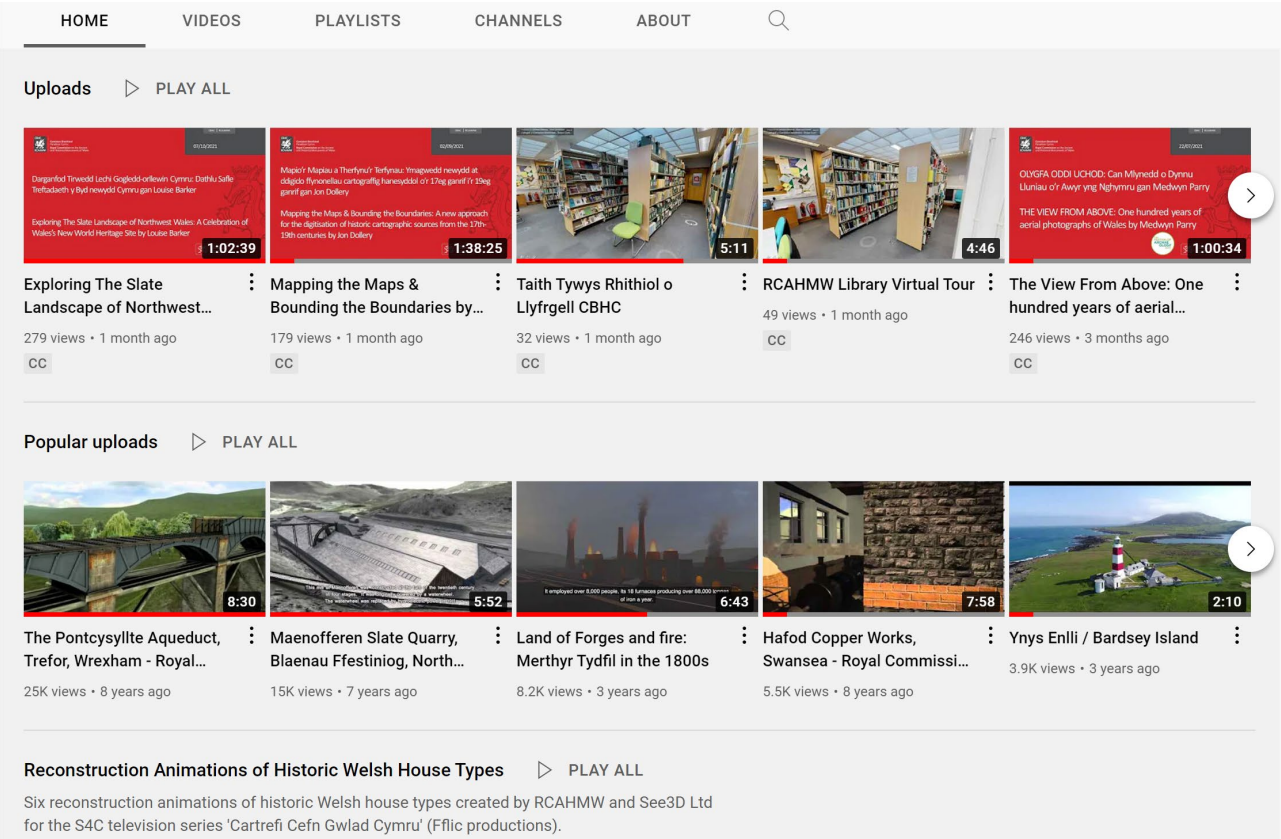
- 4 twitter accounts (1 corporate account and 3 specialist interest accounts).
- Over 12,000 followers (2,300 added since 2020).
- Use of topical (e.g. #COP26) and regular (e.g. #standingstonesunday) hashtags has helped us reach wider audiences.



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).



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.