

## DAVID STREATFIELD

### MA (Information Studies); ALA Principal - Information Management Associates

David Streatfield can offer more than twenty-five years' experience of *information management* in a variety of organisations in the public, private and voluntary sectors. He has worked as a *manager* in central and local government, as Managing Director for a major national training and consultancy company, and as a senior manager with Britain's leading educational research organisation. Over the past twenty-five years he has led a series of *national research projects* on management and information management issues. By the end of the 1980s he was responsible for nationally-funded research and developed projects amounting to more than £600,000 per year. Throughout this period he was involved in organising and delivering *professional development and training* activities. He has conducted major *consultancy* projects in the UK and Europe as well as Malaysia, the Caribbean, Saudi Arabia and Kenya, and has gained important *European information management* experience as National Head of the European Community Education Policy Information System (known as Eurydice) and as Consultant to the Vienna Centre (the European Centre for Research and Documentation in the Social Sciences). He is a member of the Society of Education Consultants and of the International Advisory Board of the *International Journal of Information Management*.

#### *Main strengths*

- expertise in all aspects of **information management**. He has organised and developed information systems for the Kenya Ministry of Education, the Confederation of British Industry, the London Metropolitan Police and other organisations, and has run training workshops on this theme for senior managers in the public sector on behalf of the National Institute for Social Work, the Society of Education Officers and Cambridge Education Associates;
- **managing projects and services**. He was Head of Information Research and Development at the National Foundation for Educational Research, where he was responsible for establishing the Education Management Information Exchange service for Local Authority Education Officers and Advisers and the BRIEF briefing service for managers in industry on education; he then became Managing Director to NFER Enterprises Ltd, the training and consultancy company of the Foundation. At an earlier stage he established the Community Work Information Centre for Wales (the first of its kind in Europe);
- enormous experience of conducting **small scale surveys** and other types of research through to **major projects** for the Department for Education and Skills, Department of Health, the National Audit Office, the British Library, Organisation for Economic Co-operation and Development, the Commonwealth Secretariat and others. He was founder Chairman of the Local Education Authorities Research Group, as well as a founder member of the Library and Information Research Group;
- great experience of **writing and editing** in a variety of styles for different audiences. This has included articles for journals ranging from the *Observer* to *Education* and from the *International Journal of Information Management* to *True Detective*; as well as preparing and editing research reports (including two for management consultants KPMG) and several books. He contributes a regular column on research methods to *Information Research Watch International*; he has also prepared distance learning materials and has helped to produce videos;
- the ability to provide succinct and **clear briefings** on complex educational and information issues for particular types of readers/listeners (such as business managers and policy makers);
- good **oral communication** skills. He has lectured at the City University, the University of Sheffield Department of Information Studies and the University of North London, as well as at universities in Scandinavia and Portugal; has presented research papers at several international conferences; and has run numerous seminars and workshops.

#### *Publications*

David Streatfield has written over fifty publications and research reports as well as more than a hundred journal articles. (See the *Selected Publications list below*)

## INFORMATION MANAGEMENT ASSOCIATES

David Streatfield is Principal of *Information Management Associates*. The team has carried out various national research and consultancy projects for the **Library and Information Commission (LIC)** and **Re:source, the Council for Museums, Archives and Libraries**. The LIC work included the 'Effective College Library' research project (1995 to 1999) (part funded by the **Further Education Development Agency**), a 'Review of the Need for a National Research Strategy for the Library and Information Field' (1997-8) and an investigation of 'Sources of Research Funding in the Library and Information Field' (1998-9).

Other national IMA research projects were focused on Schools Library Services Management (for the **LIC**), evaluating aspects of the National Year of Reading for the **National Literacy Trust**, and advising the **Library Association** on the 'Use of Volunteers in Libraries'. Concerns raised in the first two of these projects led to a further **LIC** commission to investigate 'Best Value and Better Performance in Public Libraries'. IMA led the team reviewing the National Training Organisations for libraries and information services and for culture and heritage services (isNTO and CHNTO) for **Re:source** (2000-1), as well as a Social Audit Feasibility Study for libraries, museums and archives services in the South West of England. Other recent work includes further social audit work and an evaluation of the implementation of the NHS South West Strategic Review of Library and Information Services as well as a feasibility study for the **electronic Library for Social Care** (linked to the National electronic Library for Health).

Earlier IMA work included evaluations of the National HIV Prevention Information Service and of two other development programmes for the **Health Education Authority** as well as a review of the need for sexual health information services; and a major survey of the administrative and managerial uses of computers for the **Foundation for Information Technology in Local Government**. They conducted an extensive investigation of 'The Effective School Library' for the **British Library** Research and Development Department and completed the research element of the national 'Library Power' campaign organised by the **Library Association** as well as carrying out the latest in a series of regular appraisals of the information services offered by the **British Educational Communication and Technology Agency** (formerly National Council for Educational Technology).

Other clients have included the **National Extension College** and management consultants **Price Waterhouse** as well as the **King's Fund**, the **Dental Practice Board** and the **States of Jersey Department of Health**. IMA advised the **Further Education Funding Council** on meeting internal information requirements, helped various **Local Education Authorities** to develop their information management strategies and assessed the information services of a **Regional Health Authority** (leading to a programme of professional development). They advised the **Further Education Development Agency** in developing an information management exchange service for FE Colleges, led a project to create a research information strategy for the **Northern Ireland Department of Health and Personal Social Services** and helped the **Isle of Man Social Services Division** to develop an information management strategy.

Overseas and international contracts have included an international survey of potential users in the United Kingdom, Europe and Asia for the **British Library**, staff development training for the **Malaysia Ministry of Education** and for **INETI, Portugal**, as well as advising the **Kenyan Ministry of Education** on the introduction of an information system for their Planning Unit (on behalf of CfBT Education Services). They have completed various research and staff development projects for the **European Foundation for the Improvement of living and Working Conditions**, carried out inspections of **International Schools** in **Saudi Arabia** and conducted a user survey for **Trinity College Dublin**.

IMA is part of the **Library Association ICT Training Consortium** which has been recognised by the **Teacher Training Agency** as suitable for the training of School and Public Librarians in the use of Information and Communications Technologies.

## SELECTED PUBLICATIONS

*Access to research material* British Library Research and Innovation Report 147 Belfast: LISC (NI) 1998 ISBN 0-7123-9738-8

*Application of new management techniques, information and micro-information to the administration of education in Europe* (ed. Jean-Paul Bras) Contributed the British chapter to this UNESCO survey (French text). Brussels: International Institute of Administrative Sciences 1985.

'Becoming more effective: some choices' (with Sharon Markless) *Education Libraries J* 43 3 (Autumn) 5-18. [Report of the Effective College Library research project.]

*Best Value and better performance in Libraries* (with Sharon Markless and others) Library and Information Commission Research Report 52 Twickenham, Middx.: IMA for the LIC 2000 ISBN: 0-9538432-1-1

'Beyond the 'library health check': assessing the role of primary and secondary school libraries in supporting teaching and learning' (with Sharon Markless) *Education Libraries Journal* 37 1 (Spring 1994) 13-32.

'Consulting with the information user: a problem-based training approach' in HARRIS, Colin and TAYLOR, Peter (eds.) *Prospects for information service ...* London: Aslib 1986.

*Critical evaluation of the LIC Value and Impact Programme: report prepared for Re:source* (with Sharon Markless) London: Re:source 2002.

*Cultivating information skills in further education: eleven case studies* (with Sharon Markless, Lawrie Baker) Library and Information Research Report 86 London: The British Library 1992.

'Developing performance and impact indicators and targets in public and education libraries' (with Sharon Markless) *International Journal of Information Management* 21 2 (April 2001) 167-179.

*Development of a Pilot National Register of Collection Strengths: final report to the National Preservation Office* (with David Haynes, Simon Rae Scott) London: DHA and Ima 2000

*Education policy and practice: information services for the small States of the Commonwealth* (report to the Commonwealth Secretariat) Slough, Berks: NFER 1988.

*The effective college library* (with Sharon Markless) British Library Research and Innovation Report 21 Developing FE Series1 (8) London: Further Education Development Agency 1997.

'Effective provision in primary schools' (with Sharon Markless). Chapter in KINNELL, Margaret (ed.) *Managing library resources in schools* London: Library Association 1994.

'Effective support for teaching and learning? The role of FE college libraries' (with Sharon Markless) *Learning Resources Journal* 13 (2) (June 1997) 14 - 18.

'Expensive and expendable? The role of FE college libraries in resource-based learning' (with Sharon Markless) in Hayes, Dennis (ed.) *Debating education: issues for the new millennium?* Canterbury: Christ Church College 1997.

*From here to technology: use of computers in administration and management by Local Education Authorities* (with Sue Jones) London: KPMG Peat Marwick McLintock 1987.

'Getting at the impact of services' in Brewer, Stuart (ed.) *Value and impact studies: getting the benefit* Loughborough, Leics.: Capital planning Information 2002.

'Good diagnosis for the twenty-first century' (with Judy Palmer) in the *Library Association Record* 97 (3) (March 1995) 153-4. [Describes a new training programme to equip Librarians for a more interactive role.]

'If you can't see any ripples, throw a larger brick' and other thoughts on research dissemination' in HARRIS, C (ed.) *Research policy in librarianship and information science* BLR + DD Report No. 6010 London: Taylor Graham 1991.

'Information management in British Local Education Authorities' *International Journal of Information Management* 12 (March 1992) 57-69.

'Information management in social services: a view from the foothills' *Aslib Proceedings* 43 (Nov./Dec. 1991) 337-41.

*Information system for industry project: programme of operation and related evaluation and research* (with Ana Maria Ramalho Correia and Maria Joaquina Barrulas) Lisbon: Laboratorio Nacional de Engenharia e Tecnologia Industrial 1987.

'Inspecting school libraries: a not very academic view' (with Sharon Markless) in *School Libraries in View 2* (October 1994) 2-7.

*Invisible learning? The contribution of school libraries to teaching and learning. Report ... on a research project* (with Sharon Markless) Library and Information Research Report 98 London: The British Library 1994.

'Learning resource centres and the real world' (with Sharon Markless) in the *Library Association Record* 97 (10) (October) 544-5. [An account of the Effective School Library research project.]

*Liaison Officer for Information Skills in Schools: report on the project* (with Sharon Markless) British Library R+D Report No. 5995. London: British Library 1990.

*The Library Power Survey report on libraries and young people* (with Rob Davies) British Library R and D Report 6217 London : The Library Association 1995.

'The long march towards technology: administrative and managerial computing in LEAs and schools in England and Wales' *International Journal of Educational Management* 6 (1992) 17-24.

'Making information serve development:

- 1: Information skills in schools and further education (with Sharon Markless)
- 2: Building bridges to information users (with Valerie Gee)
- 3: Supporting change through information' (with Daphne Rodwell)

*Library Association Record* 91 12 (Dec. 1989) 720-1, 3; 92 4 (April 1990) 282-4; 92 8 (August 1990) 585-7.

*Making information work: managerial and administrative uses of information technology in LEAs* (with Greg Jefferies) London: Information Management Associates 1991.

*Making IT work: managing computer-aided administration in LEAs* (with Derek Foreman) Slough, Berks: NFER 1987.

'The management of education policy information in Europe' *International Journal of Information Management* 7 (March 1987) 51-57.

'Managing information' in TURNEY, Carolyn and FOREMAN, Derek (eds.) *The effective secondary school : a reference manual and self-study guide. A guide for school administrative staff* London : UNISON 1994.

'Moving towards the information user: some research and its implications' *Social Science Information Studies* 3 4 (October 1983) 223-40.

'Observation and after' in SLATER, Margaret (ed.) *Research methods in library and information studies* London: Library Association 1990.

*The really effective College Library* (with Sharon Markless) Library and Information Commission Research Report 51 ISBN: 0-9538432-2-X

*The recruitment of school governing bodies ... a report to the DES* (with Greg Jefferies) (two reports) Slough, Berks: NFER 1989.

*Rediscovering reading: Public Libraries and the National Year of Reading* (with Dianne Tibbitts and others) Library and Information Commission Research Report 30 Twickenham, Middx.: IMA for the LIC 2000 ISBN: 0-9538432-0-3

'Research methods masterclass' series in *Information Research Watch International*

'Sifting the grist in the research mill?' *IRWI* March 2000 3-4

'Reading beyond the lines: or what research reports are really telling us' *IRWI* April 2000 3-4

'Endless palaver? The focus group as a research tool' *IRWI* May 2000 3-4

'Ask if you don't know ... the research interview' *IRWI* August 2000 4-5

'Getting the structure right: the research interview 2' *IRWI* October 2000 3-4

'The research interview 3: telephone interviews' *IRWI* December 2000 4-5

'Research - training - practice: and other unlikely routes' in ROBERTS, C H (ed.) *Organisational change: the role of research, information and training* Oxford: Department of Applied Social Studies and Social Research, University of Oxford 1991.

*Responsibility for digital archiving and long term access to digital data* (with David Haynes and others). JISC/NPO Studies on the Preservation of Electronic Materials. British Library Research and Innovation Report 67 BLRIC 1997.

*Review of the benefits of library use in school: briefing paper prepared for the Department for Education and Skills* London: Re:source 2002.

*Review of research funding for LIS* (with David Haynes and Noeleen Cookman) Library and Information Commission Research Report 40 LIC 2000.

*Review of the Cultural and Heritage NTO and the Information Services NTO: report to Re:source, the Council for Museums, Archives and Libraries* (with Margaret Haines, David Haynes and Heather Lomas) London: DHA and IMA 2001.

'The School Administrative Officer and information technology' in BRIGHOUSE, Tim and FOREMAN, Derek (eds.) *LMS for school administrative staff* London: NALGO 1990.

*Schools Library Services: from survival to growth?* (with Sharon Markless) Library and Information Commission Research Report 49 Twickenham, Middx.: IMA for the LIC 2000 ISBN: 0-9538432-3-8

'Second guessing the client? Information management consultancy in the public sector' in *Assignment: Aslib Social Sciences Information Group Journal* 13 (1) (January 1996) 11-14.

*Social Impact audit for the South West Museums, Libraries and Archives Council* (with Jared Bryson and Bob Usherwood) U of Sheffield Centre for Public Library and Information in Society 2002 ISBN: 0-9513531-9-5

*Social work: an information source book. A guide to publications and other information sources* Edinburgh: Capital Planning Information 1982.

'Stimulating change through the dissemination of information?' *Educational Research* 26 2 (June 1984) 142-6.

'Structured observation in the investigation of information needs' (with Tom Wilson) *Social Science Information Studies* 1 3 (April 1981) 173-84.

*Teaching today. Libraries : from poor house to power house* (with Sharon Markless) London : BBC Education 1995.

'Towards information empowerment' *Assignment* 14 2 (January 1997) 1-5.

*The use of volunteers in public libraries: a report to the Library Association* (with Noeleen Cookman, David Haynes) London: DHA and IMA 2000.

*The vital link: information in social services departments* (with Tom Wilson) London: Community Care and the Joint Unit for Social Services Research 1980.

'Volunteers are *en vogue*' (with Noeleen Cookman) *Library Association Record* 103 2 (February) 108.

'What we learnt from the National Year of Reading' *Public Library Journal* 15 1 (Spring 2000) 12-13.

'Who will preserve electronic publications?' (with David Haynes) *Serials* 10 3 (November 1997) 345-51.

*You can observe a lot ... a study of information use in local authority social services departments* (with Tom Wilson) Sheffield: Department of Information Studies, University of Sheffield 1980.