



JISC Final Report

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Acknowledgements

COMMUNITY & HERITAGE PARTNERS

| | |
|---|---|
| Bernard Mills, Kays Heritage Group, Depositor of the Kays Archive | www.kaysheritage.org.uk |
| Second Hand Rose, Vintage clothing specialists | http://secondhandroseworcester.co.uk/ |
| Worcester Arts & Vintage Events (WAVE) | http://worcestervintage.blogspot.com/ |
| Museums Worcestershire, local authority museums service | http://www.whub.org.uk/cms/museums-worcestershire.aspx |
| Worcestershire Association of Carers | www.carersworcs.org.uk |
| Worcestershire Young Carers (YSS) | http://www.yss.org.uk/worcs.htm |

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UNIVERSITY OF WORCESTER

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- Alix, Tom, Mayto, Ben and Laura (Kays documentary)
- Ben Whitehead (evaluation film)

1. Executive Summary

Cataloguing Kays is a university-run project intended to create a community web-archive to celebrate the history and public memory of Kay & Co Ltd of Worcester, a noted mail-order catalogue company which was, until 2006, the largest employer in Worcester.

The Kays Archive, housed at UoW, is one of the most comprehensive archive collections of 20th century mail-order catalogues in the UK and has a strong local relevance. The catalogues provide a window into over 100 years of body image, social history, consumable goods, fashion and design.

The Project Team created www.WorldofKays.org, an online, fully-searchable archive containing 1500 digitised images from the catalogues, 1920-2000. The website is intended to form a seed bed for international research, focussing in particular on the representation of body image and the way the catalogues represent the developing tropes of consumer lifestyle and aspiration.

The images are enhanced by blog postings from or film and audio interviews with local residents and former Kays staff members, who recall how the goods were selected and presented; as well as the impact the mail-order industry had on shaping 20th century lifestyle and consumption. These interviews and blogs have been sourced through the Cataloguing Kays team's outreach activity in the local, academic and online communities.

From the outset, we, the Cataloguing Kays team, engaged with online communities through social media sites, Facebook and Twitter, and through specialist blogs and online forums, inviting comment and contributions. Through events for the general public and a programme of targeted community outreach work with Kays Heritage Group and support groups for Worcestershire's young and adult carers, we have also collected filmed and audio reminiscence material as well as community art and poetry content for the website.

Our academic conference, *the Catalogue of Dreams*, showcased both the website and the physical archive to the wider academic, cultural and heritage sectors, provoking lively debate and much interest from international scholars.

For our initial Project Plan, see APPENDIX 1

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2. Background

Both the Strategic and Operational Policy of the Research Collections includes the promotion and dissemination of the Collections for use in research at any level. The broad definition of research within this context ranges from a primary school project, through GCSE and A level course work to undergraduate Independent Study, postgraduate Masters degree and research degree (MPhil and PhD). In addition the Research Collections welcome independent researchers with specific interests relating to the content of the Collections.

University of Worcester (UoW) strategy is focused toward community engagement at all levels and outreach to encourage widening participation within the region of Worcestershire and Herefordshire. To this end, UoW has built, and is developing, partnerships and associations with external bodies holding resources available for the purposes of study such as the Cathedrals in the region.

UoW is currently engaged, in partnership with Worcestershire County Council, in the construction of the Hive, which will open in July 2012 and will incorporate a joint university

and public library, Worcestershire Record Office and the county's Historic Environment and Archaeology Service (WHEAS).

This major project, the first of its nature and scale in Europe, will bring university and community resource provision into close collaboration, and will provide access to both for academics and local residents.

In preparation for the move, UoW is keen to deliver projects that highlight how the resources held and the support provided by its Information & Learning Services can be of benefit to the local community. In addition, UoW want to ensure that any project activity might include elements in its delivery by which students might gain and develop workplace skills, thus enhancing their future employment prospects.

The JISC **eContent programme 2011**¹ seemed a very suitable source of funding for such activity, with its combined aims of encouraging partnerships to enrich existing digitised content and engage the wider community in the co-creation of digital content.

The Kays Archive, deposited in 2009 as a discrete Collection within UoW Research Collections with strong local significance was ideally suited both to digital development and the community engagement aims outlined in **Strand B: Developing Community Collections**².

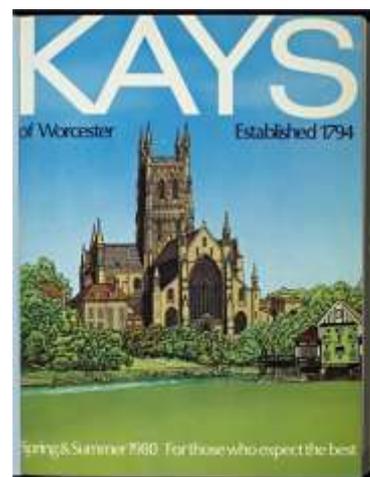
The Kays Archive is the business archive of Kay & Co Ltd, a noted mail-order catalogue company which was, until 2006, the largest employer in Worcester. The physical Archive is currently housed on UoW St John's campus and is open to all to view for study and/or interest in person.

The archive includes an almost unbroken run of illustrated catalogues dating from 1893 to 2006, detailing the changes in lifestyle, fashion and commercial consumption during the 20th century. Pictorial material from these catalogues had already been used for academic research by local, social and business historians, as well as those exploring the development of fashion, domestic goods and graphic design. The catalogues are also in demand by media companies either for production design or as additional resources for use in developing documentaries.

Physical access to the collections was restricted by capacity limitations of the Research Collections team (1.2 FTE staff members with additional responsibilities). These limitations also prevent the team from being able to engage in any great depth with some of the many former employees of the company, who helped to shape and sell these aspirations to the nation, still live in or near the city and are keen to contribute to projects that document Kays' rise and fall.

The Research Collection staff had already identified the need to make this material more widely available to students, researchers and interested parties. The team were actively seeking an appropriate funding stream to which to apply for widening access through digitisation. This activity was supported by UoW academics specialising in Gender Theory, Body Image, Obesity in Children's Literature, Digital Arts, Domesticity & Consumerism, who were keen to develop the use of the collection as a teaching and research resource.

The website, containing 1500 digitised images from the catalogues, 1920-2000, was therefore intended to form a seed bed for international research, focussing in particular on the representation of body image and the developing tropes of consumer lifestyle and aspiration.



Worcester Cathedral, Kays catalogue cover, Spring/Summer 1980

The funding to support community engagement and crowd sourcing activity, also enabled the team to work with local residents and former Kays staff members to create oral history and creative content for the site which enhances the significance of the images on show.

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3. Aims and Objectives

3.1 Project aims

- To make the Kays Archive more widely available to the international research community
- To raise public awareness of the collection and to engage the local community in their local heritage
- To create an online searchable archive of 1500+ images from Kays catalogues , 1920-2000
- To develop a digital archive of memories, stories and photographs relating to Kay & Co Ltd, contributed by members of the public, which will be available for the HE and FE community, local heritage sector and schools to utilise.
- To set up partnership working practices between UoW teaching and community programmes, and other related heritage projects.

3.2 Learning objectives for Researchers, students and community members

- **During project activity**
 - Learn about the representation of body image over 20th century
 - Be inspired to contribute comments or content of their own
 - Enjoy looking at and learning about different styles and fashions
- **Progression**
 - Academic researchers embed Kays resources in their own studies
 - Academics, students and community members seek to carry out research or engage in other ways with the physical collection at the UoW

4. Methodology

4.1 Website design & accessibility

The website we wanted needed to be flexible and easy to use. We wanted it to be based on proprietary social media software rather than bespoke since

- These commonly used software systems would continue to be developed online and thus provide informal 'tech support' once the project was over
- Users are increasingly familiar with such software and able to use it intuitively without needing extra support and instruction

The web designers used a combination of social media formats within that including:

- Wordpress
- Facebook
- Twitter
- Zoomify.com

- Vimeo
- Soundcloud
- Flickr

The web designers used Web Content Accessibility Guidelines (version 1.0) provided by the World Wide Web Consortium (W3C), 1999, and guidance provided by the JISC TECHDIS website³ and Abilitynet.org⁴.

4.2 IPR

The current deposit agreement for the Kays Archive licenses UoW to use, reproduce and promote the Kays Archive for academic, research and educational use until 2018. This agreement includes the digitisation of images from the catalogue to be disseminated via a website that operates under the same licence.

We explored the possibility of licensing the digitised material under Creative Commons (NC-Attrib-ShareAlike), but were unable to obtain the perpetual license required from the depositor/copyright holder.

We are currently seeking the depositor/copyright holder's permission to license the digitised material from Kays Archive under the terms of JISC Educational License.

All community and university generated material on the website is covered by a JISC Educational License and can be freely used for research and reproduction provided that the material is credited according to the terms delineated on the website.

All documentation relating to IPR and the Kays Archive is available from the Research Librarian upon request.

4.3 Image selection & description

In setting the criteria for image selection, we consulted with Dr Barbara Mitra, research specialist in the media presentation of gender and body image; Kate Flynn, research student in obesity in teenage literature; Emma Bartlett, theatrical costumier; Catriona Smellie, Curator and project manager of the new Museum@WRI; and a number of vintage clothing collectors.

We were unable to consult with the Curator of the George Marshall Medical Museum since the post was vacant at the time.

We also looked at

- ICOM Vocabulary of Basic Terms for the Cataloguing of Costume
- VADS (the Visual Arts Data Service) website (<http://vads.ac.uk/>)
- V&A online collections catalogue (<http://collections.vam.ac.uk/>)

We wanted the images that we selected to inform researchers as both a 2-dimensional visual resource and also be suggestive of the 3-dimensional product for sale. We therefore decided to retain all text & descriptive material relating to the textiles or products from which the items were made.

4.4 Digitisation & photography

It was decided to photograph the catalogue images, rather than to scan them, since this would cause the least amount of damage to the bound volumes.

The images were photographed in their entirety as a double page spread. The photographers did not crop out the page edges and covers so that researchers could see the object for what it was: a volume.

The photographers made every effort to reduce reflection and shine in order to ensure that the images were as clear and legible as possible.



Sample image, showing quality of photography undertaken. Image of men's footwear from the Kays catalogue, Autumn Winter, 1970.

The images were saved as follows

| Name of standard or specification | Version | Notes |
|-----------------------------------|---------|---|
| TIFF files (c.50MB) | | High resolution master image files for archive use |
| JPG file (c.2MB) | | Medium resolution images for website use – magnified with Zoomify function embedded in website. Not for download. |
| JPG file (c.165KB) | | Low resolution image files for download by researchers. |

4.5 Audio and Film Content

Audio and film content for the website was prepared according to the following standards.

| Name of standard or specification | Version | Notes |
|-----------------------------------|---------|---|
| MP3 | | All sound files excerpts uploaded to Soundcloud.com for delivery. Embedded on website. Complete audio footage saved to DVD and University server for |

| | | |
|-----|--|--|
| | | archive storage. DVD copies presented to Worcestershire Record Office. |
| AVI | | All film files uploaded to Vimeo.com for delivery. Embedded on website. Complete film footage saved to DVD and University server for archive storage. DVD copies presented to Worcestershire Record Office. |

All filming was carried out on location.

4.5 Community

We identified at the outset of the project a number of differing community groups with which we wished to engage and from whom we hoped to receive content for with the website or our related social media accounts:

- Online
- Ex-Kays employees
- Local residents
- Academic, research and/or special interest community

5. Implementation

5.1 Website development

We consulted with Dr Andrew Rothery, Fellow in E-Learning, Dr Rachel Johnson, Research Librarian, and Karen Johnson, Digital Learning Advisor; and researched examples of good practice from evaluation of past digital learning projects.

We were unable to consult with the Curator of the George Marshall Medical Museum since the post was vacant at the time.

We researched the appearance and functionality of similar online collections or Word-press / social media based community websites and selected features which we felt would be most relevant to our project. We presented the following examples to the web design team, Field of Vision, during the initial development meetings.

- Home of Metal <http://www.homeofmetal.com/>
- The Staffordshire Hoard <http://www.staffordshirehoard.org.uk/>
- Black Country History <http://blackcountryhistory.org/>
- Hartlebury Castle Preservation Trust <http://hartleburycastletrust.org/>
- Marks & Spencer Online Archive:
<http://marksintime.marksandspencer.com/Welcome/>

We wanted the website's appearance and layout to resemble that of the catalogues themselves. It needed to be bright, attractive, uncluttered and to encompass a range of design styles.

The web designers created a background reminiscent of a catalogue spread within which were positioned the site elements, creating the impression of a book. This echoed the way in which the catalogues had been photographed as a double page spread.



Screen capture of www.WorldofKays.org home page, accessed 15 Dec 2011

The project team tested the website and invited community partners to test it for themselves and to feed back. All comments were submitted to the design team, and alterations made.

5.2 IPR & image download

Following discussion with the JISC, Programme Manager, it was agreed to create an extra layer within the image database to allow two levels of access to the images:

- Hi-resolution JPG (2MB) which can be viewed in magnified detail using Zoomify.com but not downloaded
- A low-resolution downloadable JPG (c.164kb) for researchers

This work was completed by mid-December.



Screen capture of catalogue image on www.WorldofKays.org, demonstrating the high magnification effect enabled by zoomify.com (accessed 15 Dec 2011)

Copyright conditions and credit lines covering the website content have been reinforced and are viewable on the website⁵.

It is hoped that by early 2012, with the agreement of the depositor, the whole site will be licensed under a JISC Open Educational License, valid until at least 2018.

5.3 Catalogue content selection & description

Having taken advice (specified in 4.2 above), we set our selection criteria to ensure that, where possible, images depicted models in context, in fully styled outfits (rather than a page of blouses for example) or featured a particular high-fashion or 'must-have' item that reflected the consumer desires at that time.

These images therefore included models

- That reflected the changing representation of body image, 1920-2000
- In domestic settings, advertising home-wares or furnishing
- Playing with toys or practising with sports equipment
- Lending context/desirability to high-value items such as boats or fitted kitchens

We used the ICOM Vocabulary of Basic Terms for the Cataloguing of Costume to set the descriptive terms of our metadata. All metadata was recorded on an Excel spreadsheet. Due to time restrictions, we were unable to include any searchable free-text metadata at the time of cataloguing. This has been added after the website has gone live by site visitors, community members and the project team.

Individual images were given a unique alphanumeric code that indicated year, season and page number.

Initially, we selected images at three year intervals (e.g 1920, 1923, 1927, 1930 ...etc) in order to access the greatest range of fashion developments whilst still recording those aspects of fashion that remained the same.

We selected images of

- men, women and children of all ages.
- clothing that reflected a wide range of fashions, activities and lifestyles.

Once the initial selection was complete, we returned to select images from other years chosen because of their importance to community and academic contributors, or because of their exceptional quality.

See APPENDIX 2 for details of the selection criteria and metadata terms.

5.4 Community Engagement

When we issued the call to action for community members to contribute to the website, we asked participants to provide content reflected the project's themes of body image, lifestyle choices and consumer activity. We were not seeking to replicate the work of Kays Heritage Group which researches and disseminates the history of the company through lectures and its own website⁶.

In the initial project plan (see APPENDIX 1), the community events were intended to take place after the website was live so that participants could directly contribute to and experiment with the website.

This order of project delivery turned out to be impractical because website creation and development took place over the summer holiday period – the best time for staging community events. The live launch of the website was further delayed by the negotiation

over IPR, following the depositor’s objections. As a result, the website live date slipped from mid-August to mid-September, by which time the bulk of the community events had been staged.

Therefore, we had to change our approach to gaining community content for the site. Rather than encourage participants to add content directly to the website during a mediated training event, we developed ways to gather content offline which would form the basis of the user-generated material once the site went live.

Much of this content gathering was developed and delivered by Suzanne Carter, freelance community facilitator. We used the following approaches for gathering content from the different target groups.

ONLINE

We engaged with online communities from the outset by establishing a Facebook and Twitter feed in order to raise the profile of the project and what we hoped to achieve. By posting on both feeds regularly we generated interest and received constructive comments and user content.

The website includes the facility for site users to post comments against any of the images and to upload and comment on photographs of their own.

All audio and film footage recorded is edited and the results embedded on the website blog and tagged as ‘community content’.



Screen capture of World of Kays Facebook page showing posts from students of the London College of Communication (accessed 15 December 2011)

EX- KAYS EMPLOYEES

We wanted to engage ex-Kays employees to record an insight into the company’s buying and marketing practices and the shopping habits and attitudes of its customer base.

We targeted ex-Kays employees

- amongst the university staff
- In the local area

We reached them through

- word of mouth
- a press article in the Worcester News, Worcester Standard and Berrows Journal
- Leafleting libraries, heritage sites and local coffee shops

Coffee & Kays event (20 July 2011) was aimed at ex-Kays staff. It was attended by 53 people, the majority of whom were ex-Kays staff. Attendees then agreed to participate in or suggested candidates for oral history interviews conducted at a later date by Suzanne Carter.

Social networks between ex-Kays employees are still very strong – many we interviewed spoke about the experience of working as being 'like family'. Therefore, when advertising the World of Kays Heritage Open Day event (10 Sept) we ensured that we sent direct invites to all the ex-Kays staff who had attended Coffee & Kays and included fliers for them to pass on to their friends. As a result, many more came forward for interview during the Septmebr event.

LOCAL RESIDENTS



Three generations of the French family reminisce about their experiences of shopping with Kays during the World of Kays Heritage Open Day, 10 Sep 2011

The Coffee & Kays event (20 July 2011) was a catalyst for a very high profile publicity surge which attracted a great deal of attention. During July 2011, the project was featured on

- Worcester News⁷, Worcester Standard, Berrows Journal, Droitwich Standard
- BBC Breakfast (BBC1)
- Central TV News (ITV)
- BBC Hereford & Worcester (5 x 10 minute packages)⁸
- The Daily Mail (online)⁹
- BBC Radio Wales

We capitalised on this by attending Worcester Community Games (organised by Worcester City Council) the following week, and staging a community focussed event in The Commandery Museum, Worcester, for Heritage Open Day on 10 September.

At each of these events, since the website was not live owing to delays caused in settling the IPR agreement, local residents were encouraged to contribute comments either through film/audio interviews or by contributing hand-written comments. This material was later uploaded to the site on their behalf.

On 10 September we hosted the World of Kays Heritage Open Day event in partnership with Museums Worcestershire, at The Commandery Museum in the city centre. Initially we had intended this to be the website launch event, but were forced to repurpose it following further delays to the live date whilst we settled the IPR dispute.

We timed the event to coincide with the English Heritage (EH) backed Heritage Open Days (HODs). This enabled us to use the EH publicity materials, advertise our event on the HODs website and Twitter stream, as well as using our own publicity channels, and thus reach a larger audience than we might have by 'going it alone'. We also advertised neighbouring HODs events in the City on the day and encouraged them to do the same.

The event was organised by Suzanne Carter, our Community Facilitator and included:

- A fashion show inspired by the Kays catalogue images entitled 'The Ages Through the Pages', produced by Second Hand Rose and Worcestershire Arts & Vintage Events
- A fancy dress competition & parade open to all ages
- Children's craft activities – make a handbag, decorate a neck scarf, face painting
- A fashion themed treasure hunt
- Displays of images from the Kays catalogues
- 'Kays FM', CD of music and audio clips relating to the era
- Kays Heritage Group lecture and Q&A
- DVD footage of interviews, website screenshots, commentary and music
- 'Strike a pose', life size banners depicting Kays fashions for visitors to pose with and reflect on the changing representation of body image



University of Worcester staff and volunteers 'Strike a Pose' with Bernard Mills of the Kays Heritage Group, during the World of Kays Heritage Open Day, 10 Sep 2011

ACADEMIC, RESEARCH AND/OR SPECIAL INTEREST COMMUNITY

Coffee & Kays was deliberately staged on the university campus on a weekday in order to make it easy for academics to access the event without inconvenience to their teaching commitments.

All members of staff (academic and support) and students were invited. Six faculty members attended the event, at least three of whom have now embedded use of the Kays Archive in their teaching and research practice.

- Students from the London College of Communications were tasked with researching the history and influence of mail-order shopping and to upload their findings to the World of Kays Facebook page.
- University of Worcester students of Cultural Studies are using the catalogues to provide evidence of changes in the representation of gender as part of their extended studies;
- University of Worcester students of digital art are using the catalogues as inspiration for documentary film making and graphic design.

The Cataloguing Kays Project Manager was invited to the annual Information & Learning Services (ILS) conference in order to brief all staff about the project and the web resource. ILS staff provide information and learning support to all UoW students and academic staff. The Academic Liaison Librarians for Business Studies, Creative Arts & the Humanities subsequently visited the Research Collections to view the Kays Archive for themselves.

We were invited to present a display of material relating to the World of Kays project at the bi-annual conference of the Midland Women's History Network in early October 2011.

We hosted an academic conference on 15 November entitled 'Catalogue of Dreams'.

APPENDIX 3-5: Conference programme, abstracts & speaker biographies.

The conference was deliberately eclectic as we wished to showcase how versatile a resource the Kays Archive could be to a wide range of professional sectors and fields of study. We therefore invited speakers and delegates from a range of academic and professional fields including:

| RESEARCH FIELDS | SECTORS |
|--|--------------------|
| Business | Higher Education |
| Cultural and media studies | Museums |
| Gender Theory | Archives |
| Social History | Vintage collectors |
| Fashion, Art & Design (including digital and graphic arts) | Arts & culture |
| Heritage/Museum/Archive studies | Amateur historians |
| Marketing | Local history |
| Costume/ Textile design and history | |

We advertised the presence of the collection and the website on a range of specialist research networks run by academic and heritage communities.

5.5 Student contributions

UoW has a policy of encouraging students to gain Skills for Employment during their period of study. We wished to encourage this by recruiting students to produce media content for the website.

Owing to the project's late start, we were unable to employ students to film the community event and produce an evaluation film as described in the initial Project Plan (see APPENDIX 1). With the support of Reuben Irving, Senior Lecturer in Digital Arts, we therefore developed this element of the project by embedding it as part of the Digital Film-Making course offer.

We invited students to submit proposals and bid to produce two commissions for the website:

- A 10-minute documentary, using the Kays Archive as the catalyst for an exploration of body-image
- 8 short animated films, featuring performance of the 'Kays Decades' cycle of poems inspired by community engagement activity with Worcestershire Association of Carers

The final films will be completed in early February 2012 and uploaded to the website.

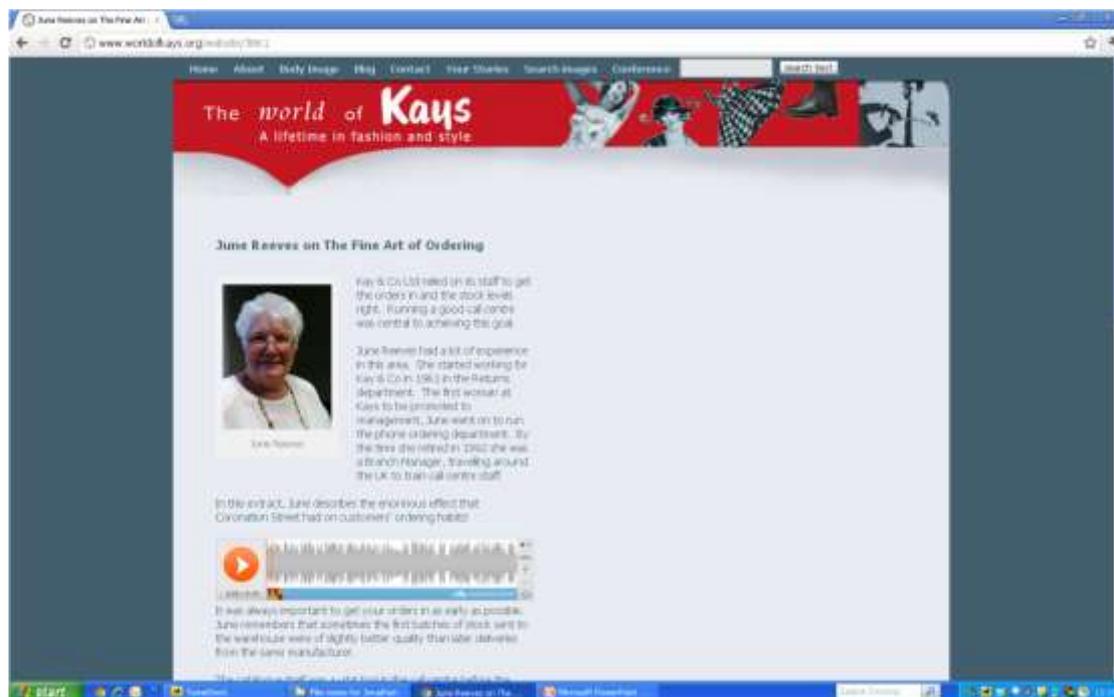
5.6 Additional community content



A young carer shows off artwork inspired by World of Kays, Oct 2011

To provide added value and enhance our community content, our community facilitator engaged with adult and young carers through Worcestershire Association of Carers and Worcestershire Young Carers to generate creative media material for the website.

In order to secure content, whilst we were waiting for the site to go live, she also interviewed a number of ex-Kays employees and academics, using a question bank developed through consultation with Dr Barbara Mitra and the Cataloguing Kays Project Manager.



Screen capture from www.WorldofKays.org, showing audio and blog content provided by June Reeves, ex-Kays staff member (accessed 16 Dec 2011)

6. Outputs and Results

6.1 Collection

We have digitised and made accessible online over 1500 images¹⁰ from the Kay & Co Ltd's catalogues, 1920-2000, depicting changing representations of British body-image, fashion and lifestyle

High resolution TIFF files of these images will be stored on the University server as the basis of a picture library for use by the Research Collections and the wider academic community.

Low resolution JPGs are available on the website for access by the international academic and research communities.

6.2 Website

We have created www.WorldofKays.org, an interactive searchable web archive of downloadable images from Kays catalogue, all of which can be viewed in high-resolution magnification. It is a sustainable resource which will be of use to researchers and other interested parties until at least 2016.

The website provides an additional online archive of audio reminiscences, photographs, films, blog postings and creative content contributed by online, academic, local and Kays community groups.

Extract from site webometrics (using Google analytics):

| www.WorldofKays.org | 16 Nov 2011-16 Dec 2011 | 7 Jan 2012 – 6 Feb 2012 |
|----------------------------|--------------------------------|--------------------------------|
| Visits | 1,541 | 2,127 |
| Page views | 11,536 | 21,661 |
| Pages/Visit | 7.49 | 10.18 |
| Bounce Rate | 35.76% | 28.55% |
| Avg. Time on Site | 00:04:07 | 00:04:10 |
| % New Visits | 78.59% | 82.56% |

Embedding the weblink on related pages and contributing guest blogs or posts to special interest sites has enabled us to build a strong online profile. Bloggers now contact us with news of World of Kays related postings, which cause spikes in our online presence.

We experienced a major spike in website activity on 30 November 2011, following the publication of a capsule of World of Kays images¹¹ on www.HowtoBecaretronaut.com, a blog site with over 22,500 subscribers. Site views leapt from an average of 800 to over 1600.

| Top referers to www.WorldofKays.org | 16 Nov 2011 - 16 Dec 2011 | Top referers to www.WorldofKays.org | 7 Jan 2012 – 6 Feb 2012 |
|---|--------------------------------------|--|------------------------------------|
| (direct) | 368 | vintage-erotica- forum.com* | 686 |
| Google searches | 317 | Google | 506 |
| Yahoo groups | 193 | (direct) | 427 |
| Facebook.com | 137 | the-cbb.co.uk+ | 125 |
| Retronaut.com | 123 | facebook.com | 46 |
| Twitter | 95 | google.com | 40 |
| Google.com | 52 | Retronaut.com | 30 |
| worcester.ac.uk# | 36 | tumblr.com | 23 |
| The High Heels Meeting Place | 24 | groups.yahoo.com | 22 |
| | | jeanjeanie61.tumblr.com | 21 |
| <p>*proof that even in digital form, Kays catalogues are still providing pleasure for all. + Fansite for the Chalet School books of Elinor M Brent Dyer # University of Worcester website</p> | | | |

We have also developed a dedicated online following through our Facebook and Twitter feeds:

| | No of followers by 6 February 2012 |
|----------|------------------------------------|
| Facebook | 244 |
| Twitter | 166 |

Their support ensured that significant developments in the delivery of World of Kays were publicised widely and alerted researchers to the broader cultural significance of the catalogues as a research tool:

| DEVELOPMENT | FACEBOOK: Shared with | TWITTER: No of RTs | TWITTER: Retweeted to |
|---|--------------------------|-----------------------|--------------------------|
| Announcement of live launch of www.worldofkays.org | 1287 | 22 | 16399 |
| Posting on Retronaut site | tbc | tbc | tbc |



Screen capture from TWITTER.COM/WORLDOFKAYS, (accessed 6 Feb 2012)

6.3 Events

| Event description | Run by | Location | Target audience | Number attending |
|---|---|---|--|------------------|
| Coffee & Kays drop-in day ¹² | Cataloguing Kays team | UoW St John's Campus | General public | 50 |
| Worcester Community Games | Worcester City Council | King George V Playing Fields, Brickfields | C2DE local residents | 84 |
| Information & Learning Services staff conference | UoW Information & Learning Services | UoW City Campus | Information & Learning support staff | 77 |
| World of Kays Heritage Open Day | Cataloguing Kays team | The Commandery, Worcester | General public | 234 |
| 10 Years On: The Diversity of Women's History study day | Midlands Women's History Network | UoW St John's Campus | Academics (post-grad & staff) | 37 |
| Catalogue of Dreams (Academic conference) | Cataloguing Kays team | UoW City Campus | Academics, cultural & heritage professionals | 35 |
| Community art sessions x 3 | Cataloguing Kays team & freelance artists | Perdiswell Young People's Centre, Worcester | Worcestershire Young Carers (8-18 yrs) | 35 |
| Community poetry sessions x 3 | Cataloguing Kays team & freelance artists | Stourport, Worcester & Kidderminster | Worcestershire Association of Carers (35-85 yrs) | 30 |
| | | TOTAL | | 582 |

6.4 Student involvement

| TASK | No of students |
|--------------------|----------------|
| Data entry | 2 |
| Film-making | 8 |
| Conference support | 2 |
| TOTAL | 12 |

7. Outcomes

The most significant outcomes of the Project are:

7.1 Community engagement

MRS HANDY AND HER MUM, OF WOLVERHAMPTON

'Dear Kays, I saw the article about Kays catalogue on the BBC breakfast show on Friday 29th July. The item brought back many memories about the catalogue and my mother. She was an agent from the mid 50s before she was married until the 70s...

I suppose I think that I say Kays echoed mum's life because different parts of the catalogue were important at different times. e.g. toys to me as a child, home ware to my mum when she was setting up her home...

I am coming to the event at the Commandery on Saturday and bringing mum along. Mum is excited and has reminisced about the catalogue'

Mrs D Handy, 6 Sep 2011



'Hi Jenny. Mum and I would like to thank you for last Saturday. It's not often that Mum is animated about anything, but she is still talking about it! I found the catalogues fascinating as they reminded me of many instances in our lives that we had forgotten about and the part that Kays were of it. The catalogues were like great parts of social and personal history.'

Mrs D Handy, 17 Sep 2011

As a 'local interest' resource, The Kays Archive as promoted through the Project has caught the imagination of both academic and public communities since the company has played such a high profile part as employment provider in the area, for over 100 years .

The local events run in the community during the six months of the project have raised the profile both of the UoW and of the Kays Archive. They have created significant interest amongst members of the public, many of whom worked for Kays before it closed

World of Kays proved to be an invaluable contribution to recording the City's lost industries. Kay & Co Ltd, formerly Worcester's largest employer, closed in 2006. By engaging the wider community we were able to collect memories, pictures, illustrations and information from the last generation of Kays workers.

This personal material is now available in addition beside the existing Archive and can be used as an addition to the social and economic history of the locality.

The engagement of targeted community groups such as the two different Worcestershire Carers' groups has been very beneficial for building the UoW's profile as a socially responsible institution.

The artistic and literary productions based on the Kays material that are the result of interaction with these targeted community groups are valuable additions to the archive and evidence of the successful outreach aspect of the Project. Such groups are not always given the opportunity to share their expertise, and their inclusion proved that the time and effort invested in their inclusion was worthwhile and productive.

7.2 Academic engagement

'I found it refreshing to come to an event with such a good mix - information and project details, which made me think about the practical uses of the catalogue; as well as academic research, which was very nice intellectual food and something I don't get enough of!'

Catherine Clarke, Assistant Curator, Walsall Museum

*'Attended the conference today - excellent.
Can't wait to go back and use the archive.'*

Facebook post by Dr Christine Boydell,
Lecturer in Design History, De Montfort University

The Cataloguing Kays project has raised the profile of Kays Archive and by extension of Research Collections held by UoW.

Dr Maggie Andrews, Associate Head of UoW Institute of Humanities & Creative Arts, already a prominent member of the CHORD Network¹³, is now using the Kays Archive as the basis of her own research and has embedded it as an element in her teaching to undergraduates and research students. The same is true for two other lecturers in Media and Cultural Studies at UoW.

Researchers have contacted the Project staff from far afield to say how delighted they are to be able to access this material remotely. We have also been approached by academics from the Universities Turin and Neuchatel with regard to establishing a wider research network.

We are currently supporting staff from the London College of Communications in using the World of Kays as a teaching resource.

Inspired by the Catalogue of Dreams conference,

- One research student from University of Birmingham has now volunteered to being work on cataloguing the business records in the Kays Archive as part of her research for her MA in Local History.

- Two other research students have contacted the Research Collections about volunteering opportunities to work on other collections

Subsequent to the conference, Dr Barbara Mitra, Senior Lecturer in Media and Cultural Studies, has issued a call for papers for a publication of essays inspired by the Kays Archive during 2012.

7.3 Media Interest

We contributed to the production of UKTV History Channel documentary 'The Unswung Sixties' (Doubleband Films, tx March 2012)

7.4 Personal & Departmental Learning

For the project team, work on selecting images and researching content on body image and the development of consumerism in the 20th century provided many opportunities for personal learning.

We also learned, through experience, how effective a tool social media sites could be in building an online profile and driving traffic to the project website once live.

The largest area of personal learning was in understanding and communicating the different forms of IPR applicable to digital and documentary collections.

We feel confident that we have established a sustainable and relatively inexpensive digital model for use in creating future online research resources to promote and make accessible other of the specialist Research Collections held by UoW.

8. Conclusions

The key conclusions we have drawn from the project work are:

- How such working has enhanced the ability of the UoW to forge closer links with the local community through its Research Collections
- The importance of thoroughly clearing the IPR arrangements, and checking for understanding with the relevant rights holders at the outset of any similar activity
- The importance of being flexible and proactive in order to elicit a strong response from community participants from the outset of a web-based project (even before the website goes live)

Management and moderation of the website will now pass to the Curator of Museum@WRI so that, over time, they may continue to develop it as a learning resource.

For a full account of the Exit Plan, see APPENDIX 7

9. Implications

9.1 Capacity

The principal implication of promoting the Archive more intensively is that the interest generated has resulted in more visitors to the Archive. UoW and Research Collection staff will need to ensure that the limited study space available is used in the most productive way both for the visitor and for the university.

Since the Collections are likely to be moving to another, more spacious, location on the campus in 2012, any difficulties caused by increased demand will be significantly mitigated.

9.2 Deposit & IPR agreements

The Project has highlighted the need to tighten the existing Deposit Agreement and IPR Management protocols especially regarding the use and exploitation of material. This implication is being rigorously addressed by the university in order to satisfy the demands of the depositor and make the material as widely available as possible.

9.3 University administration

Institutional procedures need to become more responsive and adaptable to the delivery of short term funded projects, thus obviating lengthy delays over financial payments, recruitment and procurement procedures.

10.Recommendations

We recommend that this model be implemented for the creation of future online research resources to promote and make accessible other of the specialist Research Collections held by UoW

11.Appendixes (to follow at end of document)

1. Project Plan
2. Image selection criteria
3. Catalogue of Dreams conference: programme
4. Catalogue of Dreams conference: abstracts
5. Catalogue of Dreams conference: speaker biographies
6. Final project budget
7. Cataloguing Kays exit plan, Dec 2011

12.References

¹ Aims of the JISC eContent programme 2011 taken from <http://www.jisc.ac.uk/whatwedo/programmes/digitisation/econtent11.aspx> (accessed 12/12/2011)

² **Strand B: Developing Community Collections** focussed on involving the general public or specific communities of people in adding value to existing digital content or co-creating digital content through partnership and community engagement (*ibid*)

³ <http://www.jisctechdis.ac.uk/techdis/technologymatters/onlineaccessibility/standards>

⁴ <http://www.abilitynet.org.uk/accessibilitystandards>

⁵ <http://www.worldofkays.org/website/about>

⁶ www.kaysheritage.org.uk

⁷ Press coverage by Worcester News, 16 Jul 2011,
http://www.worcesternews.co.uk/news/local/9143219.Help_to_catalogue_the_history_of_Kays/

⁸ <http://www.bbc.co.uk/news/uk-england-hereford-worcester-14184823>, includes links to online gallery of World of Kays images on BBC.co.uk (accessed 16 Dec 2011)

⁹ <http://bit.ly/nBOsbr> (accessed 16 Dec 2011)

¹⁰ Approximately 3000 individual catalogue pages

¹¹ <http://www.retronaut.co/2011/11/kays-catalogue-excerpts/>

¹² The Centre for the History of Retailing and Distribution (CHORD) was set up in 1998 to give new impetus to the study of the history of retailing and distribution. CHORD is run by the University of Wolverhampton.