



APPENDIX 1: JISC Project Plan

Project Information			
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Partner Institutions	George Marshall Medical Museum, Worcester		
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Table of Contents

1.	Project Overview	3
1.1	Project Summary	3
1.2	Objectives	3
1.3	Anticipated Outputs and Outcomes	4
1.4	Overall Approach	4
1.5	Anticipated Impact	5
1.6	Stakeholder Analysis.....	7
1.7	Related Projects.....	7
1.8	Constraints.....	8
1.9	Assumptions	8
1.10	Risk Analysis.....	8
1.11	Technical Development.....	9
1.12	Standards.....	9
1.13	Intellectual Property Rights	10
2	Project Resources.....	11
2.1	Project Partners.....	11
2.2	Project Management.....	12
2.3	Project Roles.....	13
2.4	Programme Support	14
3	Detailed Project Planning.....	14
3.1	Evaluation Plan	14
3.2	Quality Assurance.....	15
3.3	Dissemination Plan	15
3.4	Exit and Embedding Plans.....	20
3.5	Sustainability Plans	21
	Appendices	22
	Appendix A. Project Budget	
	Appendix B. Workpackages	

1 Project Overview

1.1 Project Summary

Cataloguing Kays is a community and university project which will create a community web-archive of memories and photographs around a series of digitised images of clothing taken from 100 years of Kays Catalogues. This project will celebrate the history and public memory of Kays Catalogues.

Kays is a name which will awaken memories for millions with a history reaching back into the middle of the eighteenth century and continuing through to 2006. It has strong connections with the Worcester area, offering employment for generations, and with national economic and social impact. The Kays Catalogue offered affordable versions of fashion-wear for the mass market and played a role in how people defined their identity.

The Project will create an online, fully-searchable archive of digital images taken from the Kays Worcester Catalogue. Clothing and fashion will form the focus of the online archive in order to draw out material relevant to body image, given its topicality.

The Kays collection, located at the University of Worcester, is one of the most comprehensive collections of Twentieth Century mail order catalogues and represents a large part of the social history of 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 online web archive will enable community users not only to search for images, but to upload their own images and make comments on the original Kays Catalogue images. The search facility will be constructed so that users can search a variety of fields including colour, age, sex, date, and specific fashion item. Residents of Worcestershire and Herefordshire will be encouraged to upload items to the website by a series of local community events to encourage digital participation.

With its emphasis on body image, this project has a natural place alongside a further University project, Museum@WRI, a 3.5 year heritage exhibition project focussing on health.

Any materials created as part of *Cataloguing Kays* will therefore have a lifetime significantly beyond JISC funding as well as becoming an online venue for display and substantial ongoing public engagement.

1.2 Objectives

1. To create an online searchable image archive of over 1500 pages from Kays Catalogues over the years
2. To include a digital archive of Kays Catalogue memories, stories and photographs contributed by members of the public which will be available for the HE and FE community, local heritage sector and schools to utilise.
3. To raise public awareness and invite members of the public to feed memories, photos and opinions into an online community thereby developing additional resources for future study and research potential
4. To set up partnership working practices between UoW teaching and community programmes, and its related heritage projects

1.3 Anticipated Outputs and Outcomes

Output / Outcome Type (e.g. report, publication, software, knowledge built)	Brief Description
Output: Collection	A collection of around 1500 digital images of selected pages of the Kays Catalogue held by the university
Output: Website	An interactive, searchable web-archive of Kays Catalogue images plus interpretive interactive online 'games', taking into account accessibility issues.
Output: Community information and views	Material in the form of comments, discussion points and uploaded images contributed by members of the public to form a community archive of memories and photographs in response to the website and the digital images contained thereon, as well as those gathered during community events.
Output: Events	Website launch and related events.
	Community programme: art participation events, tea party, digital participation sessions at the university
	Academic community: a seminar/study day with results written up and shared.
Outcome: A public/academic community	A community of members of the public, teachers and researcher academics who share an interest in, make use of and contribute to the material developed from the Kays Catalogue resources
Outcome: Awareness of HE	To inspire people into higher education and raise the profile of UoW as a community organisation in the region and further afield
Outcome: Strengthened partnerships	To cement the links between UoW teaching and community programmes, and its heritage partnership projects in particular, Museum@WRI.

1.4 Overall Approach

Project staff will be responsible for developing the specific methodology for selecting images for digitisation, taking advice from University researchers of body image. Images will be selected from the catalogues for each year from either Autumn/Winter or Spring/Summer collections, on an alternating basis. Clothing images will be selected to include each year as well as a selection of male, female and child clothing lines to around 15-20 images per catalogue up to a total of 1500.

Images will be supplied at 300ppi, 24 bit colour, to enable use in a variety of means including large-scale posters and high quality printing. Information published online will be freely and openly available for Educational use and re-use by the UK HE and FE academic communities as well as the general public.

In parallel with the digitisation, the interactive web site will be developed ready to accommodate the catalogue images and provide the public with the means to make comments and upload their own images.

Digitisation and web site development should come together by mid-August when the website will be launched.

The second half of the project will consist of a series of events to promote the site and engage the public, together with a range of activities to involve academics and partners. Final changes to the website resulting from feedback will be made in September at the conclusion of the project.

Our project partner, George Marshall Medical Museum, has been without staff between April and late July 2011. The newly appointed curator and the university project team working on Museum@WRI (start dates Jul/Aug 2011) will be invited to contribute to dissemination and community activities.

We will focus in creating interactives and community engagement activity models that focus on body image and healthy lifestyles and which will be of long-term benefit to the outreach and access programmes at the GMMuseum and Museum@WRI.

Both museum teams will take part in the World of Kays community launch event in September 2011, introducing the public to their own collections and activities.

Temporary displays created as part of Cataloguing Kays activity will be displayed in GMMuseum and the Museum@WRI spaces where they can be viewed by members of the public. The project team will work with GMMuseum/Museum@WRI teams to ensure that elements of the aspects of body image explored as part of project activity will find a place in the permanent displays at Museum@WRI.

The scope of the project is limited to clothing and fashion in recognition of the “body image” theme. Following discussion with Dr Barbara Mitra when establishing the selection procedures, items such as electrical goods, furniture, jewellery and toys may be included where they act as ‘props’ to the styling of the fashion editorial or enhance researchers’ understanding of the cultural context.

The project recognises that the online community which will develop around the website will not be limited to the Worcester area. However, our live events and the main thrust of publicity and public engagement will be city-based.

Our key measure of success will be the level of public engagement and interaction with the web site, as much as can be judged within the lifetime of the project. In addition the project will be considered successful if the collection envisaged can indeed be fully processed and added to the archive, and also if the partnership and hand-over arrangements for continued sustainability are achieved.

1.5 Anticipated Impact

Impact Area	Anticipated Impact Description
Maintain research excellence	Initial consultation with university researchers and academic staff has identified examples where the project outputs would be used: Professor Jean Webb , <i>Director, International Forum for Research into Children’s Literature</i> , work on the representation of the fat

	<p>child in children’s literature;</p> <p>Kate Flynn, <i>PhD student, UoW</i>, researching representations of the overweight child in children’s literature 1960 – 1990;</p> <p>Dr Barbara Mitra, <i>Senior Lecturer Media and Culture, Institute of Humanities and Creative Arts</i>, explore images of models aimed at different genders and analyse the language, colours, ethnicity, body image and study the toys that are advertised particularly the period 1900-1940;</p> <p>Maureen Gamble, <i>Head of Arts</i>, Arts and Health network opportunities and development of community art programme.</p> <p>Dr Maggie Andrews, <i>Associate Head (Undergraduate Programmes), Institute of Humanities & Creative Arts</i>, specialist in women’s relationship with consumer culture in the twentieth century.</p>
<p>Positive impact on wider society</p>	<p>The University has established close links with the local heritage sector via a number of projects to include a traineeships scheme funded by the Heritage Lottery Fund <i>Skills for the Future</i> funding strand as well as Museum@WRI.</p> <p>We anticipate that the local heritage focus of this particular project will enable us to build further upon these relationships and promote partnership working.</p>
<p>Positive impact on wider society</p>	<p>The University has established close links with the local cultural and heritage sector in preparation for the merger of the University and City libraries in the new jointly-managed Hive. This project will enrich the relationship by co-producing project-related events and creative activity, thus raising the Hive’s profile in advance of its opening in July 2012.</p>
<p>Positive impact on wider society</p>	<p>The physical heritage of Kays within Worcester is disappearing rapidly: the original buildings are converted to flats, fallen into disrepair, or in the process of being demolished. In the memories of a great many people within Worcestershire—many of whom were employed by Kays—the company is synonymous with the county town, and yet it is fast becoming a distant memory. This project is a way of ensuring that the contribution of Kays to the social fabric of the country is retained and recognised</p>
<p>Maintain teaching and learning excellence</p>	<p>The University’s Strategic Plan 2007-2012 places a great emphasis on partnership working. Strong strategic partnerships already exist between the university and other HE and FE institutions, schools, and many other public, private and voluntary sector organisations in the region. Partnerships are sought which contribute directly to research foci at the University and which enhance the student experience as well as Knowledge Transfer by staff.</p>

Impact Areas : maintain research excellence; maintain teaching & learning excellence; be more effective/save money; have a positive impact on wider society; be ready for technology needs in the future.

1.6 Stakeholder Analysis

Stakeholder	Interest / stake	Importance (H/M/L)
Staff and students at the University of Worcester	Make use of archive for learning and teaching and research	H
George Marshall Medical Museum	Project partner	H
Members of the public: with an interest in vintage clothing and lifestyles	Use and contribute to online community archive	H
Members of the public: former Kays employees or those with an interest in the company's history	Use and contribute to online community archive	H
Kays Heritage Group: members and supporters	Use and contribute to online community archive Gain new contacts and information from project participants for their own activities	M
Other HE and FE institutions	Make use of archive for learning and teaching and research	M

1.7 Related Projects

Museum@WRI project

Following the award of a £537,000 grant from the Heritage Lottery Fund, **Museum@WRI**, a new permanent exhibition, celebrating the history of medicine, is to be created in a ward of the former Worcester Royal Infirmary.

Work has just begun on developing the exhibition, following the appointment of a Project Manager and team in late June 2011. The exhibition will open in July 2012

The British Medical Association (BMA) was founded by Sir Charles Hastings in the boardroom of the former hospital in 1832. The site now forms the University of Worcester's City Campus. Extensive collections of medical equipment, documents and uniforms are to go on public display for the first time.

There will be an emphasis on learning and participation, with activities for schoolchildren and members of the public.

The University is working with the George Marshall Medical Museum in the City to develop the new exhibition. The grant is 74% of the total project cost for the exhibition

Designed by Bristol-based Simon Fenn, the exhibition will include ‘talking beds’ and examples of traditional Victorian wards. Visitors will be invited to share their memories and stories of the WRI and to give opinions on today’s medical issues, such as stem cell research.

The current [George Marshall Medical Museum](#) at the Worcestershire Royal Hospital will remain open, displaying further exhibitions of the City’s medical past.

1.8 Constraints

1. Time is short as this is a six month project. In principle there is sufficient time to complete the work provided delays can be avoided or managed productively
2. Funding is a constraint for web site development using external contractors. Basic costs can be easily managed within budget, but there is a temptation to seek additional development work to improve the system and this can put a strain on that the relevant part of the budget.

1.9 Assumptions

1. The project assumes that permanent staff members will continue to have time to give to the project in support of the appointed project staff, particularly at the beginning of the project before appointments are made, and at the end when appointed staff will have left.
2. The project assumes that estimates of costs for digitisation, web site development, professional services for event will prove accurate and not change significantly.

1.10 Risk Analysis

Risk Description	Probability (P)	Severity (S)	Risk Score (P×S)	Detail of action to be taken (mitigation/reduction/transfer/acceptance)
1 – 5 (1=low / 5=high)				
Staffing				
Recruitment process takes longer than predicted	5	5	25	Ensure that project staff roles are approved on a provisional basis according to UoW procedural policy before JISC funding decision. Ensure that locations for advertising posts are sourced in advance.
Project staff leave before end of project	2	3	6	Ensure appropriate line management responsibilities and processes are in place; each staff member understands his or her role in the project.
Organisational				
Partnership breaks down	1	3	3	Formal partnership agreement defining responsibilities and commitment
Technical				
Digitised material does not meet specific quality control targets	1	3	3	Quality agreed at outset. Trusted contractor employed to carry out the work.

Risk Description	Probability (P)	Severity (S)	Risk Score (PxS)	Detail of action to be taken (mitigation/reduction/transfer/acceptance)
1 – 5 (1=low / 5=high)				
External suppliers				
Web design is not completed within deadlines.	3	4	12	Set deadlines and deliverables linked to payments. Check contractor references. Employ external professional to ensure there is no clash between project commitments. Embed UoW ICT staff within project management.
Public engagement				
Limited uptake from members of the community for any community events	2	5	10	Use previous experience of successful marketing to target specific groups
No or limited uptake from members of the community for online programme	3	4	12	Well thought-out publicity programme to be established by project team, led by project manager.
Users post inappropriate material online	1	5	5	Controls and management processes will be built into the site to monitor usage and enable removal of inappropriate users.

1.11 Technical Development

1. Web site development will be carried out by an external company chosen by open tender arrangements
2. Key ICT staff members at the University have been consulted as part of this bid development and will continue to provide guidance. Sustainable ICT is a key part of University development including a number of projects which have been awarded SALIX capital funding including server virtualisation, power-saving, etc.
3. Initially, the website will be hosted via an external server and maintenance and backup will be provided within the contract for five years. At least 6 months before the end of this 5 year contract, the Steering Group will decide on the most sustainable way to maintain the archive and ensure continued community and HE/FE use.

1.12 Standards

We are using accessibility guidance provided by the JISC TECHDIS website (<http://www.jisctechdis.ac.uk/techdis/technologymatters/onlineaccessibility/standards>) and Abilitynet.org (<http://www.abilitynet.org.uk/accessibilitystandards>). In particular these are the Web Content Accessibility Guidelines (version 1.0) provided by the World Wide Web Consortium (W3C), 1999

Name of standard or specification	Version	Notes
TIFF files (c.50MB)	Master	High resolution master image files for archive use

JPG file (c.2MB)	Delivery copies	Medium resolution images for website use – to be magnified with Zoomify function embedded in website. Not for download.
JPG file (c.165KB)	Delivery copies	Low resolution image files for download by researchers.
MP3	Sound files	All sound files excerpts uploaded to Soundcloud.com for long term storage. Embedded on website. Complete audio footage saved to DVD and University server for archive storage. DVD copies presented to Worcesterhsire Record Office for deposit as part of Oral History Collection.
AVI	Film files	All film files uploaded to Vimeo.com for long term storage. Embedded on website.] Complete film footage saved to DVD and University server for archive storage. DVD copies presented to Worcestershire Record Office for deposit as part of Oral History Collection.

1.13 Intellectual Property Rights

1. In 2000, the Managing Director of GUS Home Shopping Ltd, transferred ownership, copy and publication rights to Kays Heritage Group of all archive materials, artefacts and memorabilia pertaining to Kay & Co Ltd. Mr Bernard Mills is the chair of Kays Heritage Group.
 - A copy of this letter is posted in the Paperwork section on the project blog (www.catkayte.wordpress.com)
2. The University of Worcester has an agreement with Mr. Bernard Mills, which clarifies that the University of Worcester has the right to copy materials for research, display, promotion, publication and preservation, wherever the physical condition of the material enables this service to be offered. The IPR for all materials produced during the project will thus belong to the University of Worcester.
 - A copy of the agreement is posted in the Paperwork section on the project blog (www.catkayte.wordpress.com)
3. The terms of the current deposit agreement license University of Worcester to make the material available until 2018. A revised deposit agreement has been prepared which, when signed by the depositor, will enable the University to make the material available for a longer period.
4. The University of Worcester intends to license all site content for non-profit educational and research use under the terms of the JISC Collections Open Educational User Licence v.1.0. Thus all materials will be freely and openly available for other HE and FE institutions, the Museum, members of the public and JISC, provided it is attributed using the credit lines given on the website.

5. Members of the public uploading materials to the community archive will be asked to grant license to the University to use any material they add under the terms of the JISC Collections Open Educational User Licence v.1.0.

2 Project Resources

2.1 Project Partners

The George Marshall Medical Museum (GMM Museum)

The Museum partner has been selected for this project because of its capacity for continued expertise in managing archives and dissemination activities.

With Museum@WRI, the GMM Museum will have a direct and ongoing partnership with the University beyond the end of the Heritage Lottery Funding (2014), and will therefore have the capacity to support the profile of *Cataloguing Kays* well into the future.

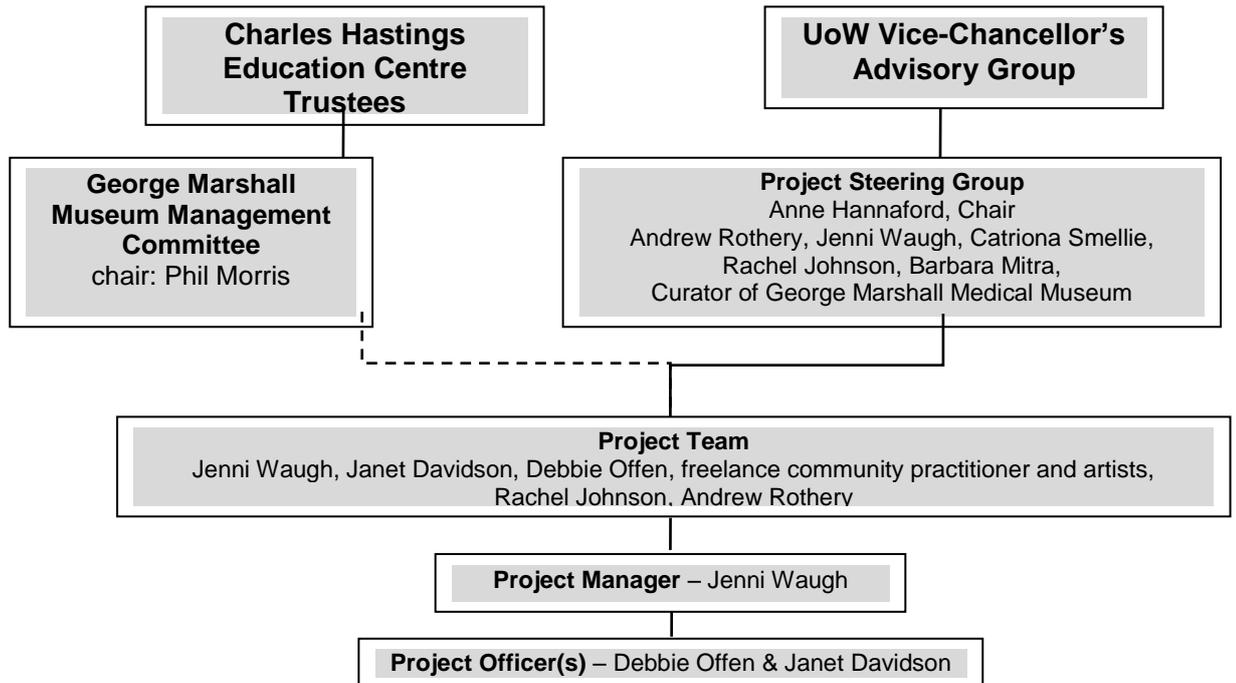
The George Marshall Medical Museum exists to interest, educate and inspire all members of the community in the development of healthcare, past and present (with particular reference to Worcestershire), through the presentation and preservation of artefacts within its collection.

The museum runs a lively programme of education, open days and outreach projects/events for all ages and abilities. Staff at the museum regularly conduct visitor surveys in a variety of ways and use the results of these to produce appropriate resources for their user groups, the development of which is a key strategic aim for the Museum.

The Museum is currently working with the University of Worcester to develop a new educational exhibition in Worcester's historic infirmary, Museum@WRI (working title).

The Museum's website can be found at www.medicalmuseum.org.uk.

2.2 Project Management



A **partnership agreement** will be established between the George Marshall Medical Museum and the Project Team as soon as a new Curator is in post. [GMMM has been without a curator since March 2011].

The **Project Team** is a working group established for the project. It will include the project staff, museum curator and Trust secretary, staff at the University, see below. Its role will be the day to day development of the project. The project staff will report directly to this Committee, with the Project Manager having line management responsibilities for the Project Officer.

The **Project Team** will meet monthly or as required. They will be responsible for:

1. planning to ensure achievement of the project objectives in web design, participation and outreach
2. monitoring progress of the workpackages and overall project activity
3. ensuring the proper evaluation of all project activity to assure high quality delivery for project funder
4. approving JISC monitoring returns and reports

The **Charles Hastings Education Centre and Museum Management Committee** are responsible for the day to day as well as strategic management of the George Marshall Medical Museum. They manage the Curator of the GMM Museum. The Curator will be a member of the project steering group. The committee will be kept informed of project progress via the Curator.

The **Project Steering Group** will have an advisory and monitoring role for the project's development. Membership consists of the senior project team members responsible for strategic management of the project; the project manager; partner representatives and one or more university representatives as required. It will report to the Vice Chancellor via Anne Hannaford

(Steering Group Chair). It will meet quarterly or as required during the project and will be specifically responsible for

1. ensuring the sustainable development of the project within UoW programmes
2. providing expert advice and leadership

2.3 Project Roles

Team Member Name	Role	Contact Details	Days p/wk on the project
Dr. Rachel Johnson, Research Librarian, University of Worcester.	<u>Project Director (joint)</u> Rachel's key role in the initial weeks of the project is to recruit and establish the new members of staff. After this, Rachel will be involved in the project in a steering capacity.	r.johnson@worc.ac.uk	5 weeks total over course of project
Andrew Rothery, Senior Fellow in E-Learning, University of Worcester	<u>Project Director (joint)</u> Andrew will assist in project planning and with the web development process	a.rothery@worc.ac.uk	2 weeks total over course of project
Curator, George Marshall Medical Museum.	<u>Project Consultant</u> Key contribution will be providing expertise in delivering community programmes as well as in developing and maintaining community archives.	At time of writing, no curator in post.	3 days total over course of project
Jenni Waugh	<u>Project Manager</u> To run the project, carry out most tasks and liaise with JISC	j.waugh@worc.ac.uk 07876 622003	5 days per week for 7 months
Debbie Offen Janet Davidson	<u>Project Officer</u> To assist the Project Manager	d.offen@worc.ac.uk j.davidson@worc.ac.uk	2.5 days per week for 6 months
Anne Hannaford, Director of Information and Learning Services, University of Worcester	<u>Senior management liaison</u> Anne's role will be to Chair the UW Steering Group and provide a point of contact within university senior management, particularly with regard to IPR and depositor relationship management	a.hannaford@worc.ac.uk	2 weeks total over course of project
Paul Williams Academic Services Team Leader, Information and Learning Services,	<u>Senior management liaison</u> To provide a point of contact for project staff within university senior management, particularly with regard to IPR and Depositor relationship	p.williams@worc.ac.uk	1 week total over course of project

	management		
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2.4 Programme Support

IPR and copyright consultancy provided by Naomi Korn.

3. Detailed Project Planning

3.1 Evaluation Plan

Evaluation of online elements

This project will use both quantitative and qualitative methods to measure impact, based on the findings of the University of Oxford 'Toolkit for the Impact of Digitised Scholarly Resources' (TIDSR).

Since we plan to host the website via an external server, we will not be restricted as to which analytical tools can be inserted into the site. We will therefore utilise the highly user-friendly and functional Google Analytics (which is currently free to use).

Webometrics will be used to measure

- links to the new website
- mentions of the project across the internet

We will use Survey Monkey to gather feedback online and carry out basic evaluation and profiling of site users.

As in the TIDSR project, we will carry out this search shortly after the site launches and again at the end of the funded phase to establish whether there has been a change over time.

This is a limited timeframe and these methods will therefore continue to be used by staff at the University and Museum beyond the end of the project at regular intervals to help build a picture of usage.

This data will be used to decide how to continue the site content at the end of the 5 year hosting contract.

As part of their own studies, we will invite Computer Science undergraduates to devise and deliver this evaluation scheme for the World of Kays website, Facebook page and Twitter feed.

Evaluation of Community participation

We will use standard participant data capture templates based on MLA's Inspiring Learning For All (ILFA) framework. ILFA is used as a **qualitative** evaluation framework for all museum projects.

We will provide the following **quantitative** data concerning participants:

- A head count of all event attendees
- A head count of all new researchers to the Research Collection who have been introduced through project activity

- profiling via questionnaires and face to face interviews with a sample number of participants

A sample number of participant interviews will be carried out in person and via questionnaires.

The University of Worcester Digital Film Course Leader and undergraduates have been commissioned to produce a film of the community events and related project outreach activity (student bursary).

This short film will be

- used as part of the post-project dissemination
- available in the World of Kays website
- available on the University of Worcester iTunesU site
- freely available to JISC for its own dissemination activities in demonstrating the benefits of digital projects to communities.

3.2 Quality Assurance

To be discussed with Programme Manager

Output / Outcome Name	Ensure good quality images for the website	
When will QA be carried out?	Who will carry out the QA work?	What QA methods / measures will be used?
Weekly during selection	Project Manager	Visually assess images selected by Project Officers and identify any significant omissions using the selection criteria set at the outset.
Weekly during digitisation	Project Manager	Visually assess images produced by digitisation team for quality as agreed at outset of contract
Output / Outcome Name	Ensure website content is accurate	
When will QA be carried out?	Who will carry out the QA work?	What QA methods / measures will be used?
During website construction	Project Officers	Check that metadata coding matches image coding by visual comparison and amendment
During website construction	Academic consultants	All content for website will be proof /copy edited by the academic consultants
Output / Outcome Name	Ensure website works and is accessible	
When will QA be carried out?	Who will carry out the QA work?	What QA methods / measures will be used?

At completion of first construction phase (2 Aug)	Project manager and volunteer site testers	Test site and comment on its usability and accessibility. Site testers will include users with reduced or no IT literacy
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3.3 Dissemination Plan

NB this was the original dissemination plan written before the project was featured on BBC Breakfast TV News.

Timing	Dissemination Activity	Audience	Purpose	Key Message
Day 1	Establish Twitter feed and re-invigorate Facebook group	Online communities & individuals with interest in Kays, vintage, social history etc	To develop an online persona for the project To alert online communities of forthcoming activity To attract interest and build audience anticipation To seek out online project partners/ interested parties	This is about lifestyle, body image and very beautiful pictures. We want you to be a part of it
6 weeks	Commission community artist /practitioner to <ul style="list-style-type: none"> carry out oral history interviews organise Community launch create model for community activities 	Ex Kays employees City residents Groups & individuals with interest in Kays, vintage, social history etc	To generate content for website and other dissemination/ interpretation activity (oral history interviews) To create community profile To devise model for community activities	This is about lifestyle, body image and very beautiful pictures. We want you to be a part of it
7 weeks in (20 July)	Coffee & Kays event <ul style="list-style-type: none"> press release to local media post event press release 	Ex Kays employees City residents	Attract content for website Establish contacts amongst ex-Kays staff Soft launch for project	We're looking for stories about the lifestyle that Kays used to promote
8 weeks (w/b 25 July)	5 packages on BBC Hereford & Worcester	County residents ex-Kays staff	To demonstrate the wide range of body image and lifestyle	Kays is about more than funny shirts

		BBC H&W audience (research shows this is predominantly 55+yrs, female)	issues represented in the catalogues To invite listeners to comment	
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Timing	Dissemination Activity	Audience	Purpose	Key Message
8 weeks (30 July)	Stall at Worcester 2012 Community Games	Ex Kays employees City residents	Raise project profile Attract community supporters and web content	We're looking for stories about the lifestyle that Kays used to promote
10 weeks (early Aug)	Announce site 'going live' via Facebook and Twitter feeds Press release to local press	Online communities & individuals with interest in Kays, vintage, social history etc	Test website before full launch in early Sept	Yay! We've gone live!
Throughout August	Guest Blog postings on related online community sites	Online communities & individuals with interest in Kays, vintage, social history etc	To continue to develop online profile of website	Invite online participation of/contribution to WorldofKays.org.uk
11 weeks	Issue press release and blog postings concerning full site launch and WORLD OF KAYS community event	Online communities & individuals with interest in Kays, vintage, social history etc	To announce that the website is open for business	The website is live It's a great resource We want you to be a part of it
13 weeks (10 Sept)	Full site launch and WORLD OF KAYS community event at the Commandery <ul style="list-style-type: none"> • Fashion show • Local artists • Exhibition of Kays collection • Website participation sessions • Oral History • Related family activities 	Ex Kays employees City residents Members of online communities with interest in Kays, vintage, social history etc	To draw in new content To showcase the University collection To showcase the creative talent still available in Kays home city	
Sept/Oct	Digital / community participation sessions	Community groups	To engage local community groups To attract new content	

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			To offer means of building participants' IT literacy	
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Timing	Dissemination Activity	Audience	Purpose	Key Message
20 weeks (31 Oct)	Academic Study Day	Academic research community Undergraduates Heritage/cultural sector professionals Interested members of public	To disseminate research into aspects of body image, lifestyle, consumerism and social history inspired by Kays catalogues	Demonstrate aspects of body image, lifestyle, consumerism and social history reflected / inspired by Kays catalogues
November (if there is time and money)	Coffee & Kays event open to public (Tudor House)	Ex-Kays staff Project supporters Community partners City residents	Digital participation Thank you to community supporters	Show off what we've achieved and thank all supporters

Because of the short length of the funded phase, initial dissemination efforts to build an online community will begin with residents of the local area. We have planned several key events and activities in the city to achieve this:

Community participation sessions - A series of workshops with small groups led by the project officer to introduce members of the public to the website and assist them in creating content through art, poems, films and photographs. With these short sessions, we aim to encourage participants to share their stories as well as to encourage confidence in using similar social media.

Web dissemination

In order to target members of the wider public, the project manager will be tasked with sourcing as many methods of web dissemination as possible including

- Facebook feed (www.facebook.com/cataloguingkays)
- Twitter feed (@WorldofKays)
- Wordpress blog integral to website
- Registration and guest blogging on related interest websites and partner websites such as the Times Educational Supplement forum, family history sites, or fashion bloggers,

We can point our initial Facebook users to examples of digitised images as 'teasers' for the new site. We can also use social media to test-drive elements of the website and receive feedback as it is being developed.

The project manager will be tasked with building links within the academic schools within the University. Initial consultation with academic staff has been carried out. These links will be reaffirmed and defined during the project and further consultation as to the potential use of the community and digital archive by University staff will be carried out during the project. This will be crucial to the ongoing sustainability of the project within the University and it is obvious from a short period of consultation that a great deal of enthusiasm as to the possible research links already exists.

Through direct links to Museum@WRI, this project will have an immediate place within heritage projects at the University. Museum@WRI is due to continue until 2014 and is designed to be

sustainable for a minimum of ten years from that date. Museum@WRI is particularly strong in its plans for ongoing learning provision and links with school curricula. Consultation with teachers of History and PSHE in relation to Cataloguing Kays yielded a positive response in the potential links which teachers could envisage.

3.4 Exit and Embedding Plans

Project Outputs/Outcomes	Action for Take-up & Embedding	Action for Exit
Website	Project Officers/ Curator of Museum@WRI trained in admin duties 'Contact' emails to be redirected to Research Librarian Spam filter installed by Field of Vision (web designers)	Management of web maintenance contract to be passed to Research Librarian/Curator of Museum@WRI Management of additional development to be passed to Curator of Museum@WRI Exploring whether to close website to further public comments unless Curator is willing to take on admin duties.
Digital images	Images for use on website stored in Cloud All images currently stored on 2 x external hard drives, which will be the property of UoW Research Collections	All digital images to be stored on UoW server for use as photo library Metadata to be given to UoW Research Librarian.
Audio recordings of oral history	Audio stored online at soundcloud.com (in World of Kays account) Embedded in blog section of website alongside relevant descriptive text	CD and digital copies of audio to be deposited in UoW Research Collections and Worcestershire Record Office Soundcloud account password to be given to Research Librarian All audio to be added to UoW iTunesU stream
Films	Film stored online at vimeo.com (in World of Kays vimeo account) Embedded in blog section of website alongside relevant descriptive text	DVD copies of films to be deposited in UoW Research Collections and Worcestershire Record Office Vimeo account password to be given to Research Librarian All films to be added to UoW iTunesU stream

Project Outputs/Outcomes	Action for Take-up & Embedding	Action for Exit
Community partners	All community partners will be sent a final round-up detailing their contribution and thanking them for their participation	Details of all community partners to be passed on to Curator of Museum@WRI
Interactives for workshops		Interactives to be passed on to Curator of Museum@WRI
Student films	Reuben Irving is monitoring production of the documentary (it forms one of the course modules)	Students have production deadline of 18 December. If they fail to meet it, Research Librarian will be briefed.
Outstanding accounts	Work with ILS Finance Officers to ensure no accounts are outstanding	In the event of outstanding accounts, Research Librarian will be briefed and chase them up in early 2012.

3.5 Sustainability Plans

Project Outputs	Why Sustainable	Scenarios for Taking Forward	Issues to Address
Web site and digital collection	Continued access to this is a key aim of the project	With Museum@WRI, the George Marshall Museum will have a direct and ongoing partnership with the University beyond the end of the Heritage Lottery Funding (2014), and will therefore have the capacity to support the profile of <i>Cataloguing Kays</i> well into the future.	Hand-over procedures and support for community building

Appendices

Appendix A. Project Budget

Some revisions to this budget allocation are being made in consultation with the JISC programme manager.

Notes	DIRECTLY INCURRED STAFF	March 11-July 11	Aug 11-Sept 11	Total
1	Project Manager	£12,428.00	£6,214.00	£18,642.00
2	Project Officer	£4,078.00	£2,039.00	£6,117.00
	Total Directly Incurred Staff	£16,506.00	£8,253.00	£24,759.00
	NON-STAFF			
	Travel and expenses			
	Travel for staff	£200.00	£200.00	£400.00
3	Travel for staff to JISC programme meetings	£100.00	£100.00	£200.00
4	Staff subsistence	£200.00	£200.00	£400.00
	Equipment over £10,000	£0.00	£0.00	£0.00
	Dissemination			
5	Promotion and printing	£1,000.00	£1,000.00	£2,000.00
6	Speaker fees and expenses for seminar/study day	£2,000.00	£0.00	£2,000.00
	EVALUATION			
	Report printing and binding	£0.00	£500.00	£500.00
7	Student bursary for project film	£0.00	£1,000.00	£1,000.00
	Blank discs for project film to be attached to report	£0.00	£20.00	£20.00
	Other			
8	Professional fees: web design	£6,000.00	£6,000.00	£12,000.00
9	Recruitment: travel expenses for applicants	£600.00	£0.00	£600.00
	Recruitment: advertising project posts	£1,000.00	£0.00	£1,000.00
10	Stationery	£200.00	£200.00	£400.00
11	Event catering for public and staff	£2,000.00	£500.00	£2,500.00
12	Digitisation	£920.00	£0.00	£920.00
13	External hard drive	£95.00	£0.00	£95.00

Notes	DIRECTLY INCURRED STAFF	March 11-July 11	Aug 11-Sept 11	Total
14	Handheld 'flip' camera	£101.00	£0.00	£101.00
15	Artist/facilitator	£2,000.00	£1,000.00	£3,000.00
	Artist materials	£2,000.00	£1,000.00	£3,000.00
16	Polypropylene boxes	£160.00	£0.00	£160.00
17	Acid free tissue	£70.00	£0.00	£70.00
	Bubble wrap for transporting collections	£20.00	£0.00	£0.00
18	History Wardrobe	£734.00	£0.00	£734.00
	Total Directly Incurred Non-staff (B)	£18,666.00	£11,720.00	£31,100.00
	Directly Incurred Total (C) (A+B=C)	£35,172.00	£19,973.00	£55,859.00
	DIRECTLY ALLOCATED	March 11-July 11	Aug 11-Sept 11	Total
	STAFF			
19	Rachel Johnson, University of Worcester	£1,242.67	£621.33	£1,864.00
20	Anne Hannaford, University of Worcester	£1,242.67	£621.33	£1,864.00
21	Catriona Smellie, CHEC	£888.00	£444.00	£1,332.00
22	Phil Morris, CHEC	£811.33	£405.67	£1,217.00
23	Zeb Amin, University of Worcester	£324.67	£162.33	£487.00
24	ESTATES	£3,059.00	£1,530.00	£4,589.00
	OTHER	£0.00	£0.00	£0.00
	Directly Allocated Total (D)	£7,568.33	£3,784.67	£11,353.00
	Indirect Costs (E)	£17,470.00	£8,735.00	£26,205.00
	Total Project Cost (C+D+E)	£60,210.33	£32,492.67	£93,417.00
	Amount Requested from JISC	£35,172.00	£19,973.00	£55,859.00
	Institutional Contributions	£25,038.33	£12,519.67	£37,558.00
	Percentage Contributions over the life of the project	JISC 60.2%	Partners 39.8%	Total 100%
	No. FTEs used to calculate indirect and estates charges, and staff included	0.75	Directly Incurred Staff only	

VAT is included at 20%

EXPLANATORY NOTES

- 1 Grade 7 (£29972-33733) full time for 6 months in current UoW paycales. Salary taken from lowest scale point. Employer on costs included.
- 2 Grade 5 (£19822-22978) 0.5 fte pro rata for 6 months in current UoW paycales. Salary taken from lowest scale point. Employer on costs included.
- 3 Including an allowance for 5 per year (or 2.5 per half year) per member of staff
- 4 Allocation for meetings and events at distance; equivalent of £20 per day for food per member of staff, for a maximum of ten distance events
- 5 To accommodate all publicity activities include for community events
- 6 Speaker fees to include travel and subsistence; Also to include fees for PraXis Arts and Health Network training session as part of the day.
- 7 To be awarded to a digital arts student or student 'team' to edit documentary material and create project 'film'; bursary awarded on basis of creative bidding process to provide additional vocational experience of professional work creation.
- 8 Web design contract to include design, development and production; setting up a searchable web database; programming software; site hosting and ongoing maintenance for 5 years. To be paid in three instalments: 50% on award of contract, 25% at key milestone (to be agreed in advance) and 25% after sign-off.
- 9 To include car travel at £0.40 per mile, or public transport fare, with an allocation of £50 per applicant on the basis of 6 interview candidates per project post.
- 10 To include paper, printer cartridges, photocopying and other stationery as required
- 11 To include catering for the following:
 - £1000 for 5 x One Day art events with an estimated 15 participants per day plus one celebratory event for all participants, at £5 catering per head
 - £250 for a tea party event at Tudor House, Worcester with an estimated 50 guests
 - £250 for the seminar/study day with an estimated 50 guests
 - £1000 for the evening website launch event with an estimated 100 guests and to include alcoholic beverages
- 12 Based on a quote from the Worcestershire County Records Office at a rate of £0.50 per image plus £20 processing fee, for 1500 images, plus VAT at 20%.
- 13 Hard drive capacity of 1TB for temporary storage of digital files from Records Office. Price on www.amazon.co.uk for Toshiba 1TB USB 3.5" External Desktop Hard Drive £89.99 as of 3.12.2010. To include VAT contingency.
- 14 Camera to enable staff to capture project film footage for project evaluation (current price on Amazon.co.uk inclusive of VAT is £98 for Flip F260B-UK Ultra Series Digital

Camcorder) including contingency of + 3% for additional VAT

- 15 Allocated fee of £300 per day for 10 days to include 5 day workshops with members of the public, 2 days monitoring and evaluation, 1 day project design and planning, and 2 days product realisation.
- 16 Boxes for transporting collections to and from Records Office: 10 'Really Useful Boxes' size 35L plus delivery charge of £10. Price according to Staples website as of 3.12.2010.
- 17 For wrapping collections in transit. £35 per roll from conservation supplier: Conservation by Design or similar.
- 18 Based on a quote from Lucy Adlington of the History Wardrobe and to include travel to and from York at £0.40 per mile, £150 to devise new workshop session and £450 for speaker fees.
- 19 Total allocation of 2 weeks in total over the whole course of the project.
- 20 Maximum of 1 week in total over the whole course of the project.
- 21 Total allocation of 2 weeks in total over the whole course of the project.
- 22 Maximum of 1 week in total over the whole course of the project.
- 23 For maximum of two days over the course of the project to assist with ICT issues.
- 24 Calculated according to fEC and TRAC methodology

Appendix B.1 Workpackages

WORKPACKAGES	Mar	Apr	May	Jun	Jul	Aug	Sept
1: Project start-up	☺	☺					
2: Digitisation		☺	☺	☺			
3: Web development			☺	☺			☺
4: Events programme				☺	☺	☺	☺
5: Evaluation and report						☺	☺
6: Sustainability							☺

Appendix B.1 Workpackages

Workpackage and activity	Earliest start date	Latest completion date	Outputs	Milestone	Person responsible
WORKPACKAGE 1: Project start-up					
Objective: To set up project infrastructure					
1. Prepare first draft Project Plan	Mar	Mar	Project Plan		AR, CS, RJ
2. Draft and sign consortium agreement	Mar	Apr	Consortium Agreement		CS
3. Advertise and appoint project staff	Mar	Apr	Staff		RJ
4. Set up Project Website, Facebook profile, etc	May	Aug	Project website		CS
5. Prepare dissemination plan	Jun	Jul	Dissemination plan		PM
WORKPACKAGE 2: Digitisation					
Objective: To create collection of digitised images of catalogue pages					
6. Select pages to copy	Jun	Aug	List of pages		PM, RJ, CS
7. Create metadata scheme	Jun	Aug	List of search items		PM, RJ
8. Scan pages	Jun	Aug	Digitised collection		PM
WORKPACKAGE 3: Web development					
Objective: To create web site					
9. Tender for and select web development company	Mar	Apr	Contract		CS, RJ, AR

Workpackage and activity	Earliest start date	Latest completion date	Outputs	Milestone	Person responsible
WORKPACKAGE 3: Web development					
Objective: To create web site					
10. Develop web site and upload the images collection	Jun	Aug	Web site		Ext. Comp. PM, AR
11. Change web site resulting from feedback	Sep	Sep	Updated web site		PM, CS, RJ
12. Confirm hosting and maintenance	Sep	Sep	Contract		PM
WORKPACKAGE 4: Events programme					
Objective: To plan and deliver programme of events					
13. Launch web site	Aug	Sep	Launch event		PM
14. Arrange digital participation sessions	Aug	Oct	Digital participation sessions		PM
15. Arrange seminar/study day	Aug	Oct	Seminar/study day		PM
16. Arrange community tea party	Aug	Sep	Tea Party		PM
17. Arrange art participation sessions	Aug	Sep	5-day or 5 one-day sessions		PM
WORKPACKAGE 5: Evaluation and report					
Objective: To prepare final reports and information about the project					
18. Evaluate project activities	Aug	Oct	Internal report		PM
19. Prepare JISC Final Report	Sep	Oct	Final published report		PM, CS, RJ

Workpackage and activity	Earliest start date	Latest completion date	Outputs	Milestone	Person responsible
WORKPACKAGE 5: Evaluation and report					
Objective: To prepare final reports and information about the project					
20. Publish publicity material about the project	Sep	Nov	Publicity material		PM
WORKPACKAGE 6: Sustainability					
Objective: To ensure arrangements are in place for sustainability of the web site					
21. Hand over operating arrangements to staff who will run the service in the future	Sep	Sep	Hand-over presentations and documentation		PM, CS, RJ
22. Present project to key stakeholders and confirm commitment to sustainability	Sep	Sep	Project presentations		PM, CS, RJ, AR

PM = Project Manager and Project Officer

Ext. Comp. = Company contracted to develop and host web site