

Digital Content Partnerships event

28 October 2010, London

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INTRODUCTION BY CATHERINE GROUT, JISC E-CONTENT DIRECTOR

Slides available at <http://www.slideshare.net/xcia0069/grou-introduction-5605245>

The "big" vision

JISC is working towards a coherent, sustainable and growing UK collection of digital content for lifelong learning and research. It should be interoperable, integrated and embedded within the social, cultural and educational activities of the citizen. It should also inspire creativity and be a touch stone for investment and entrepreneurial activity.

As was confirmed in a [report today](#), the UK's digital content industry, the online industry, is enormous already and is helping to support the economy so this is also about how we continue to do that in the face of the difficult economic environment.

It is not just JISC talking about it in isolation; JISC shares this aspiration with partners across the UK public sector and is working closely with the BBC and the British Library.

Why carry on growing and developing our collections?

There are four main arguments and these are explored in more detail in the publication [Inspiring Research, Inspiring Scholarship](#).

Briefly, these are:

- Education and Research Imperative (improves quality and efficiency)
- Economic Imperative
- People and Communities (big society, the potential to reach out to different communities)
- Political arguments (open data, race for 2010, helps to make Britain a digitally advanced nation)

Economically, we are not in a great environment at the moment but we need to focus on what comes next and how to carry on planning and working.

Some arguments may be more important post cuts. These are:

- To continue to assert the link between the arts, humanities, social sciences, and related industries and how they contribute to the economy!
- To continue to assert the link between the development of digitised content and the quality of education and research
- To show how STEM subjects can also benefit from getting collections online e.g. work around climate change
- An opportunity to assert the British brand in a compelling way and open up opportunities for physical and virtual tourism
- To keep ahead of, or at least now keep up with, our competitors in other nations
- Through identifying new models including partnership - position digital content as part of a sustainable future offer

We have wonderful online content and that's part of UK PLC. Tourism is a huge industry and we can support that if we have an integrated content offering from our cultural heritage sector. France is ahead of us with audiovisual archives, for example. They have been funded heavily and are out there. We want to make that point in a positive way.

The new environment

Now is a time of challenge, re-evaluation, re-structuring. Doing more with less is not easy but in some respects it also offers an opportunity as it enables us to think afresh. We need to think about partnership in a different way, in different groupings. For content-rich organisations there is a particular challenge to understand what role the digital offer may play in future. We need to shift the balance between public service mandate, sustainability and profitability. Most organisations are having to consider afresh their core offering and how they rise to the challenge of doing more (or at least the same!) with less. There is a need to look at a range of partnerships and models afresh and what they can achieve.

Background to Call

In order to inform the process we need to underline how we got here today. We held a [Digital Content Taskforce event](#) in July attended by a variety of HE, cultural and

commercial bodies and it was important to show people where we are, discuss current ideas and consider what how the future might unfold.

We learnt that there is an opportunity to make the most of what we already have digitised; a genuine desire to work with partners to work towards the big vision; and a desire to link and cluster content, reach existing and new audiences better. Tell the story by developing narratives and engaging products.

We have already developed some [material around film and sound resources](#) and that helps to make the links between that content and the value of education and research.

One of the key features of today is working with new partners. This may involve:

- Exchanging expertise and ideas
- Sharing services/functions
- Working to maximise the digital content we already have (more with less)
- Increasing its impact/finding new audiences
- Finding new markets/products
- Harnessing expertise/effort and the crowd
- Aligning with government agendas as these emerge

There are a range of potential business models:

A: Centralised Investment/loans - sustained by a variety of income streams – example of France where the government provides loans and when the resource is sustainable it must pay the money back

B: Private sector investment in public content (e.g. in individual or shared library collections/services) – there are precedents for this e.g. with Google and Microsoft

C: Crowd sourcing/community generated collections – an area that is set to expand if we invest in the right way

D: Internal resource redeployment (potentially supported by national shared services) – to what extent will the digital become part of your core work?

E: Consortial action: (pooling resources/shared services/centres of expertise)

Plenty of methods to support individual collections - Advertising, referral, licensing on, associated products etc.

Role of JISC

As facilitator and catalyst ...

- To help with the process of networking organisations and their content

As a provider and funder of digital content...

- To help universities make the most of the content that they hold and to unlock more online

- To get the content we do have out to our users and achieve impact

Look at the [JISC content portal](#) – assembles things under themes and may help to give ideas

DETAILS OF JISC ECONTENT FUNDING CALLS BY ALASTAIR DUNNING, JISC PROGRAMME MANAGER FOR DIGITISATION AND ECONTENT

Slides available from

<http://www.slideshare.net/xcia0069/dunning-detailsa>

Covering two calls: Enriching via Collaboration (11/10 Strand A) and Rapid Digitisation (16/10)

Enriching via Collaboration

“This strand wishes to explore **clustering digital resources** around themes relevant to research and teaching, or **enhancing digital content** by improving **functionality and interfaces**. It is also concerned with how existing audiences can be expanded and new ones discovered. The outputs should have a **clear purpose** within HE or FE teaching and research, but can also be of **interest to a broader community**.”

We are interested to see the effects of bringing disparate collections together, to avoid the clichés of the silo effect and explore different ways of doing it.

It could be about enhancing existing digital content, working out ways to improve the functionality, providing new tools for metadata or making interfaces more engaging for different audiences to appreciate.

It is very important that, whatever you do, it needs to have a clear purpose for FE or HE. Don't try to do too much but have very clear aims about what you're doing and how it is going to get out to its audience. If it is of interest to a broader community then that may provide a stronger bid, but it is not required. The emphasis is on doing new things with existing content.

The overall funding is £400k and that will probably go to four to five projects. You can apply for £50,000 or £100,000, but do not feel you have to push for too high a limit. There are some projects we have funded for 50k as they can be more agile.

The deadline is Friday 10 December 2010 12 noon. Late submissions WILL NOT be accepted. Try not to leave it to the last minute... try to get it in a few days beforehand. 12.02 is too late!

Keep it to the 10 sheets of A4 – we will not look at p11 onwards. That includes the cover sheet and the budget (one page each) so then you have eight pages to talk about the proposal. We have set out various headings but there is no fixed template. Send it to digitisation-bids@jisc.ac.uk.

Projects should start by 1 March 2011 and end 30 Sept 2011 - seven months maximum though they can be shorter than seven months.

Partnerships

This is all about the importance of partnership – need to really stress that. If you can talk about that in the application then that's good. Partnerships can be hard to construct but we hope that today will help that and have also allowed extended time for submissions in order to help partners come together.

Partnership details

- Lead must be a single university in UK, and some FE institutions
- Must have partner either from HE or outside
- Partner(s) cannot have more funds than lead institutions
- Eligible - University of X receives £60k, Partner 1 receives £30k
- Ineligible – University of Y receives £40k, Partner 1 receives £30k, Partner 2 receives £20k
- JISC sets no fEC (full Economic Costs) levels; institutional contributions show value for money

The lead institution must receive at least 50% of the funds received from JISC. Try to get some kind of institutional contribution if you can – it might be in kind. Projects that have zero institutional contribution may be at a disadvantage when peer reviewers look at value for money.

Why partnerships?

- Increased importance in economic climate
- Stressed by meeting of [Digital Content Taskforce](#), July 2010
- Possibilities for new content, new audiences, new methodologies, new platforms

Examples of partnerships

1) The partner organisations working together to repackage or cluster existing digital content for both current and new audiences.

- For example, taking multiple existing resources and creating one single product with a more marketable theme

2) Exposing digitised content currently utilised by a limited HE or FE audience to an expanded number of users and audiences

- For example, exposing content via new web platforms and devices, or improving the quality and relevance of an existing resource

3) Exposing the content from the partner organisation to an HE and FE audience

- For example, exposing the content from a museum, society or business to HE audiences

Look at projects funded in the past on the [JISC Content Portal](#). Some examples are:

- The [Anglo-Saxon Cluster](#) which brought together three separate resources and allowed for cross-searching to make a more coherent database to be reused by anyone
- University of Huddersfield's [Victoria Climbié corpus](#) that contained all the trial reports which were previously locked away in a proprietary database and turned it into an online database, expanding the audience for an interesting and valuable dataset
- The National Archives digitised [Cabinet Papers](#) from microfilm and made them freely available online for not just HE but also public access

Rapid Digitisation call

Has to be led by a single university in England (some FE institutions are also permitted) as the money comes from different funding and has more limitations. However, can have partnerships with HE from outside England. Again, at least 50% of the funding must go to the lead institution.

Scope

- Addition of new digitised content to existing digital resources; the value and potential impact of adding any new content should be demonstrated (how will it be used? If you can get evidence from potential users then that's good. Want to get away from the 'build it and they will come' mindset)
- Digitisation of small collections; as with above, the value, and the relationship to existing digital collections, should be articulated
- Pilot digitisation work to test the viability and value of digitising a larger collection
- Undertaking digitisation with new technologies (e.g. 3D scanning)

Examples

- Addition of new digitised content to existing digital resources;
 - [Historical Hansards](#) adding to existing Stormont Papers
- Digitisation of small collections;
 - [Serving Solider](#) – First World War archive
- Pilot digitisation work to test the viability and value of digitising a larger collection
 - [19th Century Pamphlets Scoping Study](#)
- Undertaking digitisation with new technologies (e.g. 3D scanning).
 - [University of Birmingham Eton Myers Collection of Egyptian Artefacts](#)

IPR and licensing

Because these are short projects, projects with complex IPR are less likely to get funding unless you can come up with an innovative way to clear that copyright - we know how long that can take and how it can hold things up.

We do not demand Open Access but outputs have to be freely available for five years within an HE and FE context. However, it is desirable to have Open Access and if not you have to be able to justify why not (e.g. business model or IPR reasons)

Make sure that you advertise your terms and conditions and that they are backed up with a suitable licence.

Priorities

STEM and Special collections / primary sources

It is likely that some but not all projects will be funded from either both or either of these categories. But these are not the only things we want to be funding – it all depends on the quality of the calls.

Define users

- End point of digital content should be its use in teaching and research
- Show who your users will be. Get evidence that there is demand (this does not mean that have to have a large audience but if it is niche you need to define it and know how you're going to get it out to them)
- Build in capability for assessing value and impact
- What will the value and impact of digital content be?
- Existing programme on [Impact and Embedding of Digitised Resources](#)
- Oxford University [Toolkit for the Impact of Digitised Scholarly Resources](#)
- Expose your content - advice via [Strategic Content Alliance](#)

Reducing the costs

- JISC recognise sums do not allow for advanced projects
- Usage of existing infrastructures whether institutional or third-party is welcome
- Lightweight solutions for both creating and processing digital content and related metadata favoured.

Final points – things to think about

- Project Management
- Communications and Dissemination

- Risk Analysis
- IPR and licensing position
- Users and evaluation
- Digital Lifecycle
- Selection – capture – description – delivery- sustainability and preservation
- Innovation

It is certainly a lot to fit within 10 pages so tackle the key points e.g. if it's a risky project then make sure you have a good risk analysis. Think about

Innovation – what will make your project better than others is if you are doing something new e.g. tech infrastructure, ways of getting it out to users.

Further assistance

JISC staff cannot read individual draft proposals but Alastair has set aside days when get in touch with him easily for a half hour discussion slot. Email a.dunning@jisc.ac.uk (slots available on 29 Oct and 8 Nov)

DETAILS OF JISC ECONTENT FUNDING CALL STRAND B BY SIMON WHITTEMORE, JISC BUSINESS AND COMMUNITY ENGAGEMENT (BCE)

Slides available from

<http://www.slideshare.net/xcia0069/whittemore-detailsb>

Developing Community Content

"To develop new content and communities for educational and social purposes"

Similar criteria and funding as the calls mentioned by Alastair earlier, deadline the same, 10pp is the max, seven months maximum, and partners cannot have more funds than the lead institution.

Welcome bids from single institutions or consortia. There is much collaboration in FE and HE and these are encouraged but also collaborations with external parties e.g. museums, galleries, publishers, other businesses.

Want to empower a wider range of external parties so they jointly create and shape the content, raise digital literacy, cement links and partnerships with external communities and integrate these into the institution's community engagement strategy.

Many academics are already working with external parties but it is often not recognised as a BCE activity and they are not rewarded for that or it is not recognised. This is an opportunity to bring some framework to that and embed it more in institutional processes.

Other benefits

Integrating strategic Business and Community Engagement (BCE) across institutions and strategic coordination with digital collections curators. All applicants are strongly advised to get in touch with the relevant BCE department within their university (they can have a variety of monikers – external engagement, public outreach etc), and form strategic connections to strengthen their bids.

Crowd sourcing and potential to transform and apply research, especially in STEM and other strategically important subjects e.g. modern languages.

Good practices – inform JISC approach in enhancing teaching and research process through co-creation of content.

Exploring innovative potential and gaps in the JISC-enabled 'digital offer' across broad range of academic subject areas and types of collection

What is BCE?

BCE is a strategic approach to working with external partners/clients (and they maybe public or private sector, social and civic). It is not a bolt-on, it needs to be an integrated, supported and endorsed by senior management.

Examples from previous developing community content call

Building new digital collections, or transforming existing collections through genuine co-creation with specific external communities:

- My Leicestershire
<http://myleicestershire.wordpress.com/> (University of Leicester)
Digital archive of historical texts, complemented by video & oral history recordings from partners & private collections of historical photographs
- Community Cafés
<http://www.llas.ac.uk/projects/6192> (University of Southampton)
Co-creation of a community collection of online language and cultural materials to address the scarcity of up-to-date, online resources for community languages
- Community flood archive enhancement through storytelling (Co-FAST)
<http://www2.glos.ac.uk/severnflooding/> (University of Gloucestershire)
Enhancing digital archive resource focused on community flood histories - engaging Severn communities with local flood histories, flood risk and climate change

Useful resources

JISC Business and Community Engagement Resources

<http://www.jisc.ac.uk/whatwedo/programmes/bce.aspx>

Embedding BCE across the institution

<http://www.jiscinfonet.ac.uk/bce>

CPD for Business and Community Engagement

<https://www.netskills.ac.uk/bcecpd/>

CRM Self-analysis toolkit (relationship management)

<http://jisc.cetis.ac.uk/crm-tools/>

Access Management for BCE:

<http://www.jisc.ac.uk/media/documents/programmes/bce/extendingaccessmanagementreport.pdf>

Chris Batt's Report:

<http://www.jisc.ac.uk/publications/documents/digicurationfinalreport.aspx>

National Co-ordinating Centre for Public Engagement (NCCPE)

<http://www.publicengagement.ac.uk/> and/or local

Beacon for Public Engagement

<http://www.publicengagement.ac.uk/beacons>

(Additional Note)**RunCoCo – Supporting resources for those running Community Content projects**

Potential applicants may also wish to consult the [RunCoCo](#) website. RunCoCo was funded by JISC to offer advice, training, and open-source software to those interested in running a community collection online. Run by the team behind the Great War Archive, it's period of funding ends in March 2011.

Resources online include how to guides for those undertaking community content projects, materials from the RunCoCo workshops and links to other related projects.

There is also downloadable software to allow for the submission and catalogue of digitised materials from the general public or relevant communities.

QUESTION AND ANSWER SESSION

With Catherine Grout (CG), Avalon McAllister (AM), Alastair Dunning (AD), Simon Whitemore (SW)

Q: Can one submit related projects in each strand?

AD: Does not say anything about it in the call but if you submitted two bids that were too close together it would look odd. Make sure they are sufficiently distinctive so there is not too much overlap. In previous rounds institutions have put in three or four or even five bids and it is unlikely that they would get all of them but we have certainly funded institutions with more than one project. Another piece of advice would be to make sure that you tell the same stories about, for example, the tech infrastructure and university, in both submissions as if there are differences there it will be picked up.

AM: You also need to demonstrate the capacity if both are funded i.e. you have the staff to undertake both.

Q: In the rapid digitisation strand, a single institution in England has to lead but could partners be from outside England?

AD: Yes, partners can be from outside.

Q: This more a point of information. Regarding the community engagement call, UCL is a beacon for public engagement and we (Claire Warwick and Lesley Pitman) are happy to offer advice.

AD: Claire was also author of a significant report a few years ago looking at the impact of digital content – LAIRAH project - <http://www.ucl.ac.uk/infostudies/LAIRAH/>

Q: Can you clarify whether international partners are acceptable?

AD: Yes, they are.

Q: In strand b, are online communities eligible?

CG: Yes, that sounds positive. We make no judgment about what kind of community but the project has to have relevance for that community.

Q: Regarding the emphasis on public engagement, could the communities involve professional communities and groups other than civic and public?

SW: Yes, could be business, social and civic, whatever, but you need to identify the community.

CG: It has to be around the content. People need to come together and engage with the content at the same time, so it is co-created, it's an active process. It is not just about giving them the content. We are looking for real, genuine partnership and why it's of

value to both partners and what you can achieve together and how that is different from what you have achieved before.

Q: As well as partnerships, can the community be international?

SW: Yes, no constraints on that, with the same points about identifying the community. An external community might have and shape the resources that are then curated by the institution. We want active involvement from the community.

Q: I'm interested in contextual uses of content and when you look at points around big society and crowdsourcing etc it looks innovative but the detail of the calls seems more traditional? Will you look at innovative processes - that is, more than just digitising content?

AD: The developing community content strand can be much broader and it can exploit existing content and may not even be based around artefacts that have gone through the process of digitisation.

Q: Within the scope of a five-month project would you be expecting to have an impact analysis as well?

AD: No, the timescale is too short but we would expect you to set up mechanisms to look at that in the long term.

Q: Can you clarify on priorities around access? You want to support sustainable content but for that the project would need to have the potential to generate some revenue but how can you do that if the content is open to all?

CG: The world has changed a bit in the past few months. We want to make sure all the resources strongly benefit HE and FE but there is no point doing this process if what you do is not sustainable. There's a balance - we want to get it out to universities and we want it to carry on having impact. So a business model might involve making it free to HE and FE but charge for others. We want to see your ideas and look at your proposals and maybe we can be flexible. We want to see benefit and impact and sustainability.

AD: For some resources the question of raising revenue might not be feasible and in that case we want to see an institutional commitment to keeping the resource going.

Q: What is and isn't eligible for funding within these schemes? Egg what about equipment or travel expenses?

AM: We want to know the full project costs so that includes staffing, travel, sustenance, consultants etc and that will differ from what you are asking from JISC as some of that will come from the institution but we do want to know full project costs.

AD: Bear in mind that spending a lot on equipment would not do much for your project in this case, with the short timeframes.

Q: The eight pages of appendices – is that just for the letters of support and FOI or other things?

AM: Yes, the letters of support and FOI. Also, sometimes people want to give examples and the appendices give that opportunity but we would prefer links to actual documents. We want to limit it so applications are not too long for peer reviewers.

Q: Are you open to revised versions of bids that might have been rejected earlier?

AD: Yes but ask for feedback to get some idea of why the bid did not get funded first time round and incorporate that feedback into the revised bid.

Q: Would using Zertay [a type of software – specific name not heard] be helpful?

AD: We are agnostic on what software architectures you might need. (Further note: Although use of open source formats is to be preferred to proprietary formats – justification required when using the latter)

Q: Would digitised teaching material e.g. recorded lectures be in scope?

CG: Tricky one... give us an idea?

Q: It's a more general issue – most people are digitising objects but a lot of material that could be useful is teaching material.

CG: Our primary focus is on using library and archive content and special collections but we're not saying it is out of scope. It might fit into the community collections area. If you were looking at a particular partnership angle then it might be possible. So it's not out of scope but you would need a particular angle - look at the [work JISC is doing with OER](#) and see how you feel things fit.

Q: As an individual can I be a partner?

AD: You could be a partner as a company or a consultant. To be a partner in the bid you need to be part of some entity for funding reasons and for legal reasons – there would need to be some affiliation. Find some partners and see how you fit in.

Q: I'm interested in knowing what you mean by crowdsourcing?

AD: Hmmmm, have you heard of Wikipedia?! Engaging a broader set of communities to build up an idea or a resource. We're using it in a very broad way for working with different communities via the internet

CG: Look at Galaxy Zoo and the Oxford University projects. Look at the publications about it on our website. It is about how you can get people to contribute to creating content in a practical way.

SW: Could also be open innovation – the idea that good ideas are also outside the organisation, in the public or somewhere else.

Q: You were talking about collections and archives – would contemporary archives be acceptable too?

CG: Yes.

COLLABORATION IN ACTION BY STUART DEMPSTER, MANAGING DIRECTOR OF THE STRATEGIC CONTENT ALLIANCE (SCA)

I want to talk about partnership. There are those of us in this room who have experienced the boom in publicly funded digital content, not least due to generosity of funders, and the plan at that time was to build big attractive collections. We are now facing a more difficult economic outlook. This does not mean that, in terms of partnership, it is any worse but partnerships need to be smart. We have to be clear about what the full economic costs and overheads are when you go forward.

We need to share best practice and infrastructure to make money work smarter and also work in a converged space e.g. software applications, government initiatives, the social web, Search Engine Optimisation (SEO). We need to talk about optimisation of web resources as our partners are social media organisations and work around things like crowdsourcing.

At network level there are primary enablers – the attractive parts of partnership, the opportunities – but there are also disablers - the legal aspects, licences, copyright, the nitty gritty of various disparate technical standards and the way in which different partners approach those issues. At the Strategic Content Alliance, (SCA) we recognise there are pain points in this journey and we have a whole suite of tools matched with free training around things like IPR with case studies - think of things like freemium and monetised business models. It has to be a user-centric approach: what is the value for your key audience. The [SCA blog](#) contains useful toolkits and information on all these subjects.

Practical examples of new policy and practice drivers

The idea and concept of linked data is not just about the semantic web but also good editorial control - the BBC news website is one example of that. It links to outside news digital content, has the ability to share “linked digital content” via the social web and the ability to “partition” and “repackage” for premium partners. So the idea of a closed unique resource – those days are gone. The ability to link through is key, as is the ability to connect to social web itself. We do give a little warning about it, though, and that's that you have the right legal framework in place.

We all know what has been going on this year with the economic climate but there are also some exciting opportunities opening up with the Martha Lane Fox work and the 'big

society' offers opportunities to work in new ways with different agencies. Look at the Race for 2012 website to see the way things are moving.

Effective partnership is about collaborating in different ways. At the Strategic Content Alliance have tried using seed funding to test various concepts to try things out and one example of this is the British Library's Growing Knowledge exhibition at the library and online. It involved 26 partners from Microsoft and HP to JISC and other agencies.

Online prototypes such as CenturyShare illustrate the way you can put together a rapid innovation project, and has been cited by the European Commission. Other examples include JISC initiatives such as dev8d, bringing together software developers, or the SCA's Digipedia – a Wikipedia for policymakers. It takes best of cutting edge technology and presents all the policy documents in one place (a lot is buried and hidden and suffering digital decay at the moment).

Internationally, there is partnership with agencies such as IMLS. They are doing a piece of work into digital creation and change in practice in library schools, looking at what is being in taught in UK and North America. That report is due in the spring.

There is no need to reinvent the wheel. There are many SCA projects which are freely available on the [SCA blog](#). These are all empirically researched and include things like an IPR toolkit.

When you go into a partnership activity be mindful of the politics that exist in the partner organisation. You need to do a sanity check about whether that partner is serious, if they have buy-in at senior management level or if it's more of a person-to-person activity.

Don't let the egos of others get in the way of success – let go of who will get the credit. If it's a vanity project or accreditation of some kind depends on it then you need to be aware what the motivation is.

Top 10 tips

When you are starting the journey, **clarity** is key – what is your essential value proposition? Why will it work and why won't it work (that should be your starting block). By asking why it won't work you think about what makes it unique and valuable

Consensus is crucial – who is doing what, when and how – and there does need to be documentation to support the allocation of resources.

Conviction – are all parties on the same page and have passion or is it just an opportunistic funding bid, just another project.

Competencies – those partners who may have the skills you may be lacking, whether professional skills or capacity in terms of brand (powerful) or infrastructure.

Copyright – IPR – do not underestimate the time this takes – look at the toolkit on the SCA blog and JISC legal.

Communication – say it once, twice, three times and keep on saying it.

Capacity – make sure you have sufficient time resources available. Working in partnership can double the time required.

Credibility – the best collaborations are built on trust, but trust also takes a long time to build up.

Cost – minimise operating costs and overheads.

Create metrics – how can you measure your success and how can you demonstrate that. You need to do that as using public funds.

Finally, have realistic goals and smart governance systems in place.

DIGITAL CONTENT: THE BRITISH LIBRARY VISION BY JOANNA NEWMAN, HEAD OF HIGHER EDUCATION AT THE BRITISH LIBRARY

Slides from Joanna Newman's presentation are available at

<http://www.slideshare.net/xcia0069/digital-content-the-british-library-vision>

TONY AGEH, CONTROLLER OF ARCHIVE DEVELOPMENT AT THE BBC

Text of Tony Ageh's presentation is available at

<http://digitisation.jiscinvolve.org/wp/files/2010/10/ageh-bbc-archives-text.pdf>

QUESTION AND ANSWER SESSION with Tony Ageh and Joanna Newman

Q: Is the BL still looking for potential partners?

JN: Yes, we are looking for partners. Thinking about innovation, different kinds of platforms, or the content that we have.

Q: Your million hours of audio – have you tried to start digitising that?

TA: The programme will take about 10 years for about 25% just by virtue of the fact that our preservation programme is moving old formats onto new formats as a matter of course. When we make new programmes out of old programmes we digitise as we go along. There is also money to digitise significant stuff like Panorama. But we have swathes of programmes like Nationwide or Crackerjack but no clear commercial reasons to spend the licence fee digitising them.

Q: Is there an easy way to access archival BBC programmes?

TA: We are undertaking a big audit to find out what we've got and what is usable. In partnership with British Library we are trying to create a resource to put into the public domain.

Q: Tell me more about the Northern Ireland archive?

TA: It goes back to 1967, in total about 3,000 hours of news footage. Only enough money at the moment to digitise 150-200 hours. More of a pilot project to make available through [BUFVC](#). Talk to Sarah or Stuart at the SCA to find out more.

Q: What about metadata standards?

TA: It's more about trying to share standards?

JN: We are partners in a project with the BBC about sharing metadata. With SoundScapes we are asking the community, asking people to tag sounds they have heard etc

Q: What are the practical solutions for metadata standards? What resources do projects have from JISC? Is there more to do? What's the best geo-referencing system for example?

AD: I can't answer that directly now but will say that mapping between standards and developing communities of interest around particular metadata standards is what's needed.

CG: JISC has funded all sorts of work in this area. And there has been a shift in approach from mandating a standard to discussing things and providing links between what works and what doesn't. Need to look at the best ways of networking content.

JN: The British Library has a collection of BBC news scripts from 1937-1973, they have been microfilmed but not all the annotations came out. If they were digitised then they would. Think about how to crowdsource a small part of that content as part of the rapid digitisation call?

-ends-

(Notes taken by Michelle Pauli)