

## **Website brief**

### **Introduction**

There is a fairly substantial and growing collection of reports and other materials produced for regeneration and development projects in Hastings and St Leonards. The documents are currently scattered, some are with the Hastings Borough Council planning department, some with contractors & consultants and more still with local groups which have been engaged in the planning and implementation of such projects.

With the establishment of UCH, with its interests in local planning and regeneration it seems apposite that an archive be assembled of as much of this currently dispersed material as possible and should be managed by the Centre Library.

This archive would be of value to a wide range of people from students currently studying higher degrees at UCH to community groups and interested individuals resident in the local area.

It is assumed that the “physical’ archive will be made available on request to any ‘subscriber’ and that a digital archive will be online and accessible to all.

The question of ownership, copyright and responsibility for updating and maintenance has not yet been decided.

### **Collect and catalogue**

In order to present the broadest and most comprehensive archive it is important that the archive:

- Map relevant web resources – local, national, and international – in existence and in the pipeline.
- Collects reports, brochures, posters & charts, photographs, sound recordings, video, PowerPoint presentations and webinars/webcasts (Analogue and digital)
- Pro-actively requests documentation from up coming conferences, exhibitions and any other relevant events
- Researches any other sources that might prove to be of interest or relevance.

### **Storage**

Some of the material already gathered pre-dates digital production methods. This raises the question about the long-term aims for storage. Should all of the resources be digitized? If yes: how, by whom and at what cost.

If not: space & access, permission, future policy and costs are all issues that need to be addressed. The current collection is not very extensive but it could easily grow and at the moment no calculation of its overall size and content is possible.

### **Present and make available**

There is an issue with having both physical and digital information when it comes to presentation and access. For ease of access and 'searchability' having all of the material digitized and online would be the optimum solution. However this would require special funding and time to convert all of the current non-digital documents as well as a provision for any future analogue documents, photographs or recordings. If this is not possible or perhaps not desirable then there needs to be a strategy for integrating the real and virtual components into one search facility.

Assuming that all current and future material will be digital then it is not a great leap to assume that the resource will be a website.

Some agreement needs to be made about the on online functionality including:

- Search facility by project name, location, date etc.
- Downloadable historic documents, photos, recording and so on
- Use of other proprietary web facilities such as Flickr, Slideshare or YouTube
- Links to other online resources and archives

The hosting of the website depends greatly on who 'owns' the archive. There are several possible ways forward:

- The archive becomes part of the UCH website in some way
- The archive becomes a part of another relevant website such as [communityplanning.net](http://communityplanning.net)
- The archive becomes an independent website with its own URL and service provider.

### **Maintain and future proof**

It is essential to provide some methodology and costing for future development and maintenance. The initial design and setting up with the current assets could be estimated both in terms of time and costs but beyond that there are some important questions to be resolved such as:

- Who will continue to develop the site and keep it up-to-date?
- Who will do the basic maintenance?
- Who will pay the bills?
- Who will answer queries or technical issues?

In the next few months and years there could be a shift towards a more multimedia approach on the internet with the proliferation of accessible cameras, video and audio recording. Already the expansion of social networking sites has made a major impact on what people expect to find and how they like to use it. It is important the any new site is open to these changes and can remain open for the next few years.

### **What needs to be done first**

Propose a format and technical strategy/specification for this web archive using sample material taken from the archive currently being assembled.

This should show how it could expand into a full-blown archive, what it might cost to get it up and running and suggest how the maintenance and development in the future could be managed.

If it is to be integrated into another existing website, this needs to be explored and a reasonable proposal illustrated. If it is to be an integral part of an existing set-up or a stand-alone website the new branding and design style need to be considered and applied to the web proposal.

### **Schedule**

The web project needs to undertaken during the early part of the Autumn term so that first proposals can be review by the Steering Group in November (date to be agreed).

### **Organisation**

This project is being managed by NWA and there is a Steering Group comprised of relevant / interested parties who will oversee its progress.

The web archive project will be undertaken with Keith Gillies who is a graphic designer and was for several years Senior Lecturer in Graphic Design at Ravensbourne College of Design and Communication.