Cover Sheet for Bids ***(All sections must be completed)***	JISC

Name of Strand: Strand A:		**Strand B:**		**Strand C:**	X

Name of Lead Institution:	University of Oxford, Bodleian Libraries
Name of Proposed Project:	Integrated Broadside Ballads Archive
Name(s) of Project Partners(s) (except commercial sector – see below)	**English Broadside Ballads Archive; Vaughan Williams Memorial Library**

This project involves one or more commercial sector partners **YES /** (delete as appropriate)	**Name(s) of any commercial partner company (ies)**

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Length of Project:	**15 months**		
Project Start Date:	1 Nov. 2011	**Project End Date:**	31 Jan. 2013

Total Funding Requested from JISC:	£145,244
Total Institutional Contributions:	**£** 59,326

Outline Project Description

The University of Oxford, in collaboration with the English Broadside Ballads Archive at the University of California-Santa Barbara and the Vaughan Williams Memorial Library, propose to integrate existing resources for the study of the English folk song and printed ballad tradition. Early multimedia objects, broadside ballads combine texts with tune references and vibrant woodcut images: reflecting this complexity, IBBA proposes to cluster and enrich popular digital ballad resources at several descriptive and interpretive levels. Resources to be clustered are: a corpus of nearly 30,000 ballads, many of them unique survivals, printed between the 16th and 20th centuries, in Bodleian Library collections; nearly 5000 largely pre-1700 ballads in the EBBA online resource; and the Roud Broadside and Folk Tune Indexes, comprehensive indexes of the song tradition and references to songs, based at the Vaughan Williams Memorial Library.

I have looked at the example FOI form at Appendix A and included an FOI form in this bid	**YES /** (delete as appropriate)
I have read the Funding Call and associated Terms and Conditions of Grant at Appendix B	**YES /** (delete as appropriate)
<u>For FE institutions only:</u> Please tick this box if you are an FE institution in England, please tick this box to confirm that you meet the eligibility requirement of teaching HE to more than 400 FTE	☐

b. **Appropriateness and Fit to Programme Objectives and Overall Value to the JISC Community**

1. Project description

1.1 The University of Oxford, in collaboration with the English Broadside Ballads Archive, University of California Santa Barbara, and the Vaughan Williams Memorial Library, propose to integrate existing resources for the study of the English folk song and ballad tradition. The project builds upon an existing online corpus of nearly 30,000 ballads, printed between the 16th and 20th centuries, in Bodleian Library collections; nearly 5000 pre-1700 ballads in the EBBA online resource; and the Roud Broadside Ballads Index, a comprehensive index of the song tradition containing 150,000 references to songs, designed to help with historical research into traditional and popular songs by collating references in archive collections, printed catalogues and secondary literature.

1.2 The project will bridge the two largest digital repositories of broadside ballads printed in Britain between the 16th and 20th centuries (Bodleian Ballads and EBBA) through common bibliographic and semantic description; unite them with the canonical reference sources for their presence in historical and ongoing musical traditions (Roud); and build-out innovative search tools for resource-discovery and research.

1.3 The project innovates in providing automated digital matching of the woodcut images; in devising semantic cataloguing standards for distributed collections; and in providing facilities for user-generated content (tagging). It will impact scholars (inside and outside the academy) of popular print; scholars and practitioners of popular music; and engage a wider community in accessing and interpreting these rare holdings.

1.4 With this proposal we address JISC's aim of "building a critical mass of content, thus providing for new methodologies, uncovering previously hidden evidence and opening up new areas of research." In addition to the project partners, the project recognizes existing users, academic researchers, teachers, researchers outside academia, and other libraries holding similar collections as stakeholders in the project. The elements of the project are:

i. Integrated search of two large digital collections of printed broadside ballads to provide more usable access to existing digital content
ii. Addition of innovative ways of searching visual content within the digitised materials
iii. Integration of library records with expert knowledge generated outside academia
iv. Adding content by linking to transcriptions of ballads

1.5 The Bodleian Broadside Ballads database, www.bodley.ox.ac.uk/ballads/, currently enables retrieval of 26,075 image of printed ballads from Bodleian collections, ranging in date from the 16th to 20th centuries. Statistics for the site demonstrate the high demand for this material. It is consulted by hundreds of users every month. From the day of its launch in 1998 until today, the site has been the top Google hit in response to the search term 'broadside ballads'.

1.6 Having established this site, the Bodleian Libraries recognize that the usability of these materials can be greatly enhanced by development of a number of its facets. The image quality of many of the items is poor: it is being updated through a rolling program from the earliest ballads onward (not included in this application). Although attention was paid in the original Bodleian project to the visual content of the broadsides by indexing of the subject matter of illustrations, a visual means of searching this content was not possible at that time. The library has been active in seeking new routes into this material. A pilot project in 2011 to enhance the functionality and content of the resource, 'Engaging with early modern popular print online', (bodley.ox.ac.uk/csb/Projects_BodleianBallads.htm), commissioned an automated image-recogntion application developed by the Visual Geometry Group at the

University of Oxford Department of Engineering, and applied this to a subset of new, high-quality images. Many of the early broadside sheets are illustrated with multiple separate woodcut images, also re-used or copied on other broadsides. Matching these woodcuts or their copies affords the ability to trace visual traditions in popular print and can contribute to identifying often-anonymous printers of ballads or hitherto unknown partnerships within the print trade. Image-based search will also provide an innovative and engaging browse-interface for users who are unfamiliar with the contents of the collection. Users have also expressed a wish for full-text search facility: this will be supplied for the earlier period by clustering the resource with texts from the JISC-funded EEBO-TCP initiative as and when they become available.

1.7 The English Broadside Ballad Archive (EBBA) http://ebba.english.ucsb.edu/ is a web archive focused on 17th-century broadsides, now containing nearly 5000 titles including 1,800 ballads from the Pepys collection and 1,500 from the British Library's Roxburghe Collection, as well as smaller numbers from the University of Glasgow and from the Huntington Library, California. The EBBA site provides transcriptions of the ballad sheets archived there. Initial funding for the EBBA project came from a fund to enhance teaching at university level and the site demonstrates the value of the broadside ballads for teaching. The EBBA project aims to link with Bodleian collections to provide a more comprehensive coverage of ballads in the period up to 1700.

1.8 The Roud Broadside Index is a database designed to help with historical research into traditional and popular songs. It includes references to songs which appeared on broadsides, chapbooks, songsters, and other cheap print publications, up to about 1920. It is linked to The Roud Folk Song Index - a database of 143,000 references to songs that have been collected from oral tradition in the English language from all over the world. Both indexes are cross-referenced and maintained by the Vaughan Williams Memorial Library at http://library.efdss.org/cgi-bin/home.cgi.

1.9 Clustering this available digital content, this project aims to lay the foundation for a union catalogue of broadside ballads expressive of the rich history of the ballad tradition.

1.10 There are two reasons for providing an interface tailored to this genre of material:

(i) to expand the functionality of digital archives of broadsides, stimulating new research through the ability to search bibliographic and material details that are specific to the broadside ballad format,

(ii) to present materials in a user-focused interface, achieving a closer engagement with expert users within and outside of libraries and academia.

2. Aims and Objectives

2.1 Overall Aims: The overall aim of the "Integrated Broadside Ballad Archive" is to enhance the usability of existing digitised material for community and HE teaching and research by (i) clustering digital content from dispersed resources and (ii) innovative searching.

2.2 Objective: Integrated Search

The project will provide a platform for cross-searching the Bodleian ballads and the English Broadside Ballad Archive based at the University of California Santa Barbara, enhancing this with the index references from the Roud Broadside Ballads Index.

2.3 Objective: Innovating with a visual search facility

An innovative automated visual search tool has been developed to add a further dimension to the discovery of content in the ballad sheets by enabling searches of the visual, as well as textual, content of the early, highly-illustrated, broadside ballads. Integration of this image matching software is proposed, based on a successful experiment with the Bodleian collections, to help users find matching images among the thousands of woodcut illustrations

that adorn the ballad sheets. The software has been tested on a selection of the pre-1700 ballads in the Bodleian collection and the results can be seen here: http://thaisa.robots.ox.ac.uk:8080/ [name: jisc; password: jisc]. For this trial, over 900 ballads were re-imaged as high-quality colour images, which will be added to the Bodleian database as part of its rolling image-upgrade programme. *(Outside the project the Bodleian Libraries will seek to rescan images (they are currently 400 dpi bitonal)).*

2.4 Objective: Added content through clustering

The visual search tool will provide a robust means of discovery of ballads with the same or similar images across both EBBA and the Bodleian database. EEBO-TCP transcriptions of Bodleian ballads will be sought and the project will establish protocols for integrating these into the Bodleian ballads resource and ensuring these are cross-searchable with EBBA transcriptions. Existing EBBA transcriptions will also provide a means of indexing ballads that are common to both resources.

2.5 Objective: Enabling community engagement

A key component of the long-term sustainability of the online Catalogue is its continued use and development. Consequently, the project aims to engage not only the ballads community, but also the wider digital humanities community, through an approach that emphasises data sharing and continued development.

Within the scope of the current project, the union catalogue will provide two additional routes for community interaction which aims to increase engagement and provide the impetus for future scholarship and development of the online resource.

- Integration with Zotero (http://www.zotero.org/) via unAPI (http://unapi.info/) will allow users to tag, group and cite online ballads resources and share these with others (at their option)
- Publication of RDF (http://www.w3.org/RDF/) open linked-data (http://linkeddata.org/) for each catalogue entry for users to harvest and analyse

However, by adopting an underlying RDF-based approach the catalogue aims to be sufficiently flexible to be able to grow and adapt into a richer resource that reflects the needs of the user-community without requiring significant re-engineering.

3. Outcomes and impact

3.1 Primary outcomes The primary project outcomes are a union catalogue covering two large archives, tailored to the content of this genre of material; new functionality through the visual search of pre-1700 materials, initially in the Bodleian collections, in recognition of that content; and engagement with users who are experts in a variety of research and performance fields related to the printed ballad genre, including folklore, literary studies, history, musical performance, and art history. For the project partners, this project will serve to enhance the usability of the digital resources already developed. The combined resource will provide a better platform for comparison of the English ballad tradition with other traditions of folklore, folk music, and popular printed material.

3.2 Impact in the community: Outreach during the course of the project includes engagement with teachers and non-academic users. The outcomes of the project will be more usable public access to historical sources in popular culture, and greater engagement with these rare library materials

3.3 Impact on research and teaching in HE:

The creation of an interoperable resource linking digitized ballad collections will greatly enhance the results of searches by scholars and teachers seeking material from a particular period or referring to particular subjects.

Making the catalogue available as linked-data allows researchers to make use of the tools and techniques that are emerging in the broader digital humanities context (http://digital.humanities.ox.ac.uk/) as well as allowing the catalogue content (and potentially the underlying resources) to be included in wider cross-collection analyses. The open-ended

nature of the catalogue architecture provides a platform for community development with the potential to take in a wider spectrum of content; blending interpretation, performance and more diverse analyses with traditional bibliographic and textual information into a combined resource that can inform and support all aspects of the ongoing discourse around ballads.
The visual searching facility to be provided initially on the Bodleian Ballads database will enable a new dimension in searching, encouraging examination of the visual culture of early modern England through this unique genre of print.

3.4 Impact on institutional collections
Stakeholders in the project include libraries holding similar collections. Institutions contemplating beginning or adding to digital collections will find a format available for making these digital collections widely accessible.

3.5 Assessing impact
As recommended by the JISC's Toolkit for the Impact of Digitized Scholarly Resources, (http://microsites.oii.ox.ac.uk/tidsr/), long-term impact will be taken into consideration during the design and implementation phases of the project. Eric Meyer, the PI of the TIDSR project, has agreed to work with the project team to use the toolkit in ways that help increase its ability to measure community engagement.

4. Sustainability
4.1 Access: Continued online access to the resource is ensured by the deposit of project material in the Bodleian Libraries' Digital Asset Management System (DAMS). The DAMS aims to provide a sustainable long-term repository for digital data which can facilitate the necessary digital preservation processes. The University and the Libraries are committed to preserving and maintaining access to the digital collections in their care. Digital preservation costs are included in the Project Budget.

4.2 Development: The continued improvement of the content of the resource is anticipated as the Bodleian Libraries seek to re-scan images. Establishment of a union catalogue is anticipated to attract links with other libraries cataloguing ballads. Software outputs from the image-matching application will be deposited and made available under a suitable Open-Source license in accordance with JISC guidelines.

c. Quality of Proposal and Robustness of Workplan

5. Project plan

5.1 The structure of the interoperable database will be agreed between the project partners at the start of the project. Each institution will deliver data in the necessary format as agreed in the semantic specification.

5.2 Web design and hosting of the database and user interface will be managed at the Bodleian Library Digital Library Systems and Services, which will continue to host the interoperable search layer in the Digital Asset Management System (DAMS). A cost for digital storage (hardware) is included in the Project Budget. Metadata standards will be maintained by the DAMS Metadata Consultant and published at http://vocab.ox.ac.uk.

5.3 The integration of innovative software is proposed to enable searches of the visual, as well as verbal, content of the early, highly-illustrated, broadside ballads in the Bodleian collections. Image-matching software has been developed by the University of Oxford Department of Engineering and will be made available to the project.

5.4 A Project Web Developer will be employed for months 3-13 of the project to
(i) create the interoperable search layer;
(ii) integrate the image matching software with a subset of the Bodleian images;
(iii) build the user interface incorporating the search functions and added content.

5.5 An event costed to the project will be held at Cecil Sharp House in October 2012. Institutional stakeholders including libraries holding similar collections will be invited to participate. Promotional literature and web dissemination materials, including blogs, will be prepared by the partners and linked to the project website throughout the project period, under the general editorship of the Project Manager.

5.6 The critical success factors for this project are (i) development of the cross-searchable interface ; (ii) incorporation of the image matching tool for application to high-quality images, initially in the Bodleian collections

6 Timetable and deliverables

6.1 Timetable: The project will run from Nov 2011 to January 2013

Nov 2011	Recruitment of staff; partners' semantic specification workshop; project website and publicity to existing users
Jan - Apr 2012	Development of enhanced searching of pre-1700 Bodleian Broadside Ballads with integration of image matching software
Feb 2012	Participation in Cecil Sharp House Broadsides Day and outreach
Mar-June 2012	Development of integrated search interface
Oct 2012	Cecil Sharp House day-long project event; community outreach
Oct – Dec 2012	Dissemination via beta interface and user feedback via focus group; librarians' roundtable
Jan 2013	Report

6.2 Deliverables

6.2.1 *Month 1: Semantic Model Specification.* Partners will define an appropriate conceptual data model for the presentation of ballads online. This will take the form of a 2-day workshop to be held in Oxford and attended by the partners. The model will be implemented using RDF, incorporating existing standard standards, ontologies and taxonomies where possible. In particular, the model will closely align with the existing EBBA model. The model, the RDF implementation and relevant semantic elements will be published at http://vocab.ox.ac.uk and disseminated more widely as part of the project.

6.2.2 *Month 2: Implement the Semantic Model,* based on the workshop, in the Bodleian Libraries DAMS. The software platform will be based on Bodleian Libraries' Digital Asset Management System (DAMS). This uses an underlying FEDORA (http://fedora-commons.org/) object model for long term storage overlaid with a RESTful Web Services framework for application delivery designed along JISC eFramework principles. Provide a basic editorial interface for fixing up records.

6.2.3 *Months 3-4: Transform the Bodleian Broadside Ballads catalogue* and database by migrating it to the new database structure on a new platform. This will involve metadata conversion and some editorial intervention. We expect to capitalise on the expertise gained during the development of the Fihrist union catalogue of Islamic sources (http://www.fihrist.org.uk/) in terms of merging multiple catalogue resources into a single Semantic resource. *(Outside the project we would also seek to rescan the images in the Bodleian Broadside Ballads database to modern standards- they are currently 400 dpi bitonal).*

6.2.4 *Month 5: Transform and Merge EBBA Catalogue metadata* into the new database structure. This will involve metadata conversion and some editorial intervention.

6.2.5 *Months 6-8: Design and Implement Public Union Catalogue Interface* with faceted search and display of records with links to local (Bodleian) and remote (EBBA) content. Apache SOLR will be used to provide faceting and search capabilities with full-text search of transcripts provided, where available.

6.2.6 *Months 6-11: Link in Roud index entries.* There will be an ongoing editorial task to add Roud index references and update Bodleian entries with corrections and new content including EEBO-TCP and other transcriptions where available.

6.2.7 *Months 9-11 Integrate the Visual Search into Bodleian Ballads pre-1700.* This will be based initially on a bulk upload of existing higher quality digitised ballads material. Options to be explored subsequently include the extension of visual searching to lower quality images and the ability to search over remotely-held EBBA images.

6.2.8 *Months 12-13 Develop Interoperability Layers.* In particular, data will be exposed in the following ways:

- UnAPI to allow integration with Zotero and other UnAPI clients for tagging, grouping and citation
- OAI-PMH (http://www.openarchives.org/pmh/) to allow harvesting of metadata into the Oxford integrated library search tool, SOLO (based on Ex-Libris' Primo)
- Linked-data RDF in a variety of formats for data re-use and analysis
    - OAI-ORE aggregations (http://www.openarchives.org/ore/) are used for groupings/collections of objects

6.2.9 *Months 9-14 Evaluation and dissemination*

- Authoring articles in digital library and higher education journals
- Evaluation, using JISC's Toolkit for the Impact of Digitized Scholarly Resources
- One-day workshop at Cecil Sharp House. An outreach event and description of the archive content, and demonstration of functionality (beta site)

6.2.10 *Month 15: Launch and Report*

7 Project management

7.1 The Steering Group will monitor task milestones and report to the JISC when milestones are met or need changing. The proposed Steering Group is: Alexandra Franklin (The Bodleian Libraries); Mike Heaney (The Bodleian Libraries); Stuart Lee (Oxford University Computing Services); Giles Bergel (Lyell Research Fellow in the History of the Book, Oxford University); Malcolm Taylor (VWML); Steve Roud; Andrew Zissermann (Department of Engineering, University of Oxford); Corresponding member: Patricia Fumerton (Director, Early Modern Center, University of California at Santa Barbara, EBBA).

7.2 The Steering Group will meet at least three times during the project, including the Semantic Specification Workshop and during Months 9 and 12, and will communicate monthly. A project blog will be open to partners and stakeholders for feedback and suggestions.

7.3 The Project Director will be responsible for communications with partners; financial reporting; scheduling Steering Group meetings; and keeping project records and task sheets up to date. The Project Director will convene a monthly meeting with the Project Manager and will hold weekly communication with the DLSS and the project web developer.

7.4 The Project Manager will work 0.5 FTE on the project and will normally be the person in attendance at JISC programme meetings, and will be responsible for reporting to the Steering Group, JISC and other stakeholders inside and outside the academic community by attending JISC events and via the wiki, blog, and formal reports; and for implementing engagement and dissemination activities.

7.5 The Bodleian Libraries DLSS will coordinate web design and development for the project and will be responsible for recruiting and training technical staff and liaising with partners on

web development issues and with other projects and resources for the repackaging or reuse of content where appropriate. The DLSS DAMS manager will line manage the web developer and will contribute 1 day per month to project activities. The Metadata Consultant will compile and disseminate the report on the semantic structure adopted; will ensure compliance with metadata standards for all project material hosted in the Bodleian Libraries DAMS; and will be responsible for the metadata model adopted by the project.

8 Risk analysis

Risk	Probability (1-5)	Severity (1-5)	Score (P x S)	Action to Prevent/Manage Risk
Staffing	2	5	10	Staffing for web development will be addressed through secondment of Bodleian Libraries experienced staff
Partnerships	2	4	8	The Project Manager will travel to meet partners. Regular meetings and communications in the course of the project. Service Level Agreements, and a 'Memorandum of Understanding' with each partner, will be drawn up within two months of the project start.
Overrun implementing visual matching software in user interface	4	3	12	Additional development effort will be concentrated on this work and added expertise will be sought from the Department of Engineering, University of Oxford. Dr Andrew Zissermann is on the Project Steering Committee.
Legal	2	4	8	Bodleian and EBBA content already complies ; Community contributions will be made under a Creative Commons License.
User awareness during the project period	3	3	9	Project events to solicit user-created content

9 Project Participants

Dr. Giles Bergel (Project Manager) – Lyell research fellow in the History of the Book at Oxford, formerly Imprint Specialist and Cataloguer for EBBA, researches the history of broadside ballads and chapbooks; editor of a forthcoming collection of scholarly essays on broadsides; holder of a British Academy grant for development of parallel display and collation methods of variant ballad texts.

Dr. Richard Butterworth (VWML web developer) is a freelance information and computing science consultant. He specialises in developing and researching digital library systems, and has published in the digital library literature. He developed the online library systems for the Vaughan Williams Memorial library, and is currently developing an educational image library resource for the Bridgeman Art Library. He also has extensive teaching experience in the higher education sector, having taught IT, digital libraries and multimedia in the School of Information Science at City University, as well and computing and HCI at Middlesex University and UCL.

Dr. Alexandra Franklin (Project Director), is Project Coordinator of the Bodleian Libraries Centre for the Study of the Book (www.bodley.ox.ac.uk/csb/). She was cataloguer

and iconographic indexer for the initial Bodleian Ballads project, is the author of articles on indexing images and on ballad woodcuts, and since 2002 has managed projects to digitize and catalogue special collections material including incunabula, Oriental manuscript paintings, and 19th-century political cartoons. She holds a PhD in History from the University of Pennsylvania.

Dr Patricia Fumerton (Steering Group) -- Professor of English at the University of California-Santa Barbara and director of UCSB's English Broadside Ballad Archive, which has been supported by the National Endowment for the Humanities (NEH) grants in 2006-2008, 2008-2010, and 2010-2012. She is most recently author of *Unsettled: The Culture of Mobility and the Working Poor in Early Modern England* (Chicago, 2006) and *Ballads and Broadsides in Britain, 1500-1800*, a collection of essays co-edited with Anita Guerrini (Ashgate Press, 2010), and sole editor of the forthcoming *Broadside Ballads from the Pepys Collection: A Selection of Texts, Approaches, and Recordings* (Tempe Arizona: Arizona Center for Medieval and Renaissance Texts and Studies, 2011).

Mike Heaney (Steering Group) – Executive Secretary, the Bodleian Libraries; previously Head of Foreign-Language and Antiquarian Cataloguing, Bodleian Library; project manager for initial Bodleian Ballads project, has worked in analytical modelling for many years; constructed the Analytical Model for Collections and their Catalogues underlying the Collection Description Schema developed by UKOLN (http://www.ukoln.ac.uk/cd-focus/model-ext/intro.html); UK consultant on The Logical Structure of the Anglo-American Cataloguing Rules by Tomes Delsey (availble from http://www.rda-jsc.org/docs.html); member of the Advisory Board of the Vaughan Williams Memorial Library; member of the Editorial Board and past Editor (1997-2005) of *Folk Music Journal*.

Neil Jefferies MA (Cantab), MBA **(Bodleian Libraries DAMS Manager)** is Research & Development Project Manager for the Bodleian Libraries, responsible for the development and delivery of new services. He was involved with the initial setup of the Eprints and Fedora Repositories at Oxford and is now working on the implementation of a long term digital archive platform. Neil is currently the Technical Director of the Cultures of Knowledge (www.history.ox.ac.uk/cofk/) and IMPaCT (impact.orient.ox.ac.uk/) projects, Co-PI on the DataFlow (www.dataflow.ox.ac.uk/) project and an invited contributor to the SharedCanvas (www.shared-canvas.org/) project. He is involved as a technical advisor on a number of other projects including a union catalogue for Islamic materials (www.fihrist.org.uk), What's the Score at Bodleian (whatsthescoreatthebodleian.wordpress.com/), and the online edition of *Medieval Libraries of Great Britain* (in development). Previously, he has worked in a broad range of computer-related fields ranging from chip design and parallel algorithm development for Nortel, writing anti-virus software for Dr Solomon's and developing corporate systems for several major blue-chips.

Dr Stuart D Lee (Steering Group) is Director of Computing Systems and Services at Oxford University Computing Services, a member of the English Faculty at Oxford. and is the University's Reader in Elearning and Digital Libraries. He managed the original JTAP 'Virtual Seminars' Project (1996-98) and was the Director on the First World War Poetry Digital Archive (2007-2009). Dr Lee was also the Research Officer for the Mellon-funded 'Scoping the Future of Oxford's Digital Collections', and sat on the JISC Digital Images working group. He has also published two books entitled *Digital Imaging: A Practical Handbook* (LAP, 2000), and *Building an Electronic Resource Collection* (LAP, 2002), and reports on learning design for JISC.

Steve Roud (**Steering Group**) is the compiler of the Roud Folk Song Index and Broadside Ballads Index and an expert on folklore and superstition. He was formerly Local Studies Librarian for the London Borough of Croydon and Honorary Librarian of the Folklore Society. He has published widely including (with Jacqueline Simpson) A Dictionary of English Folklore (Oxford University Press, 2005), the now standard reference work on the topic.

Carl Stahmer (EBBA Associate Director) gained his Ph.D. in Romantic Literature and Technology from the Department of English at the University of California-Santa Barbara and is currently the Associate Director of the English Broadside Ballad Archive (EBBA). He has been working as the project's digital archival specialist since its inception as the Pepys

Archive in 2003. Over the years he has worked on many digital initiatives including founding and serving as General Editor for the Romantic Circles website <www.rc.umd.edu>, serving on the founding board of the Network Infrastructure for Nineteenth Century Studies (NINES), and serving as Associate Director of the Maryland Institute for Technology in the Humanities (in which capacity he also worked on another Bodleian Library collaboration, the Shakespeare Quartos Project <http://quartos.org/info/about.html>).

Malcolm Taylor (Vaughan Williams Memorial Library) - has been Librarian (now Library Director) of the Vaughan Williams Memorial Library for 30 years. In 2002 he was awarded the OBE for services to music librarianship. He has edited several publications on folk arts subjects and written and presented radio series and one-off documentaries for BBC radio. Most recently, he has been involved with the development of online access to the library's resources, including the various indexes hosted on VWML Online and the HLF funded Take 6 project which provided access to 22K images from 6 major paper archives held at Cecil Sharp House. He is currently involved in developing partnerships with major archives in Britain to host on a single website all the major folk music and dance collections developed prior to 1939 and searchable as a whole.

Dr Andrew Zissermann FRS **(Steering Group)** is Professor of Engineering Science at the University of Oxford and a researcher in computer vision, and principal researcher of the Visual Geometry Group. He was awarded the International Conference on Computer Vision Marr Prize for papers in 1993, 1998, and 2003.

d. **Engagement with the Community**

10 Engagement strategy

Engagement will proceed in events and communications tailored to each stakeholder group, drawing on the resources of the partner institutions, as follows:

- Academic researchers: Research seminar; conference presentations; academic publications; through correspondence from Bodleian Libraries, Centre for the Study of the Book and through EBBA at the University of California, Santa Barbara.
- Folk music performers and non-academic researchers: at Broadsides Day 2012 and at the Cecil Sharp House project day; through print and online publicity distributed via VWML; notices to online folk tradition forums
- Teachers and students: through VWML partnership: VWML website and “Fun with Folk” Staff Room page for teachers, http://funwithfolk.com/en/staff-room.html
- Library curators: blog; project website; at a roundtable meeting, November 2012
- All groups: Project open day, October 2012.

11 Stakeholder Analysis

Stakeholders	***Interest***	***Importance***
Project partners: Bodleian Libraries, VWML and EBBA	Greater exposure for their collections and institutional aims; enhanced usability of these resources; reputation	High
Academic researchers in history of the book, bibliography, history of printing, history of art, and history of popular culture	Enhanced usability through clustered content and added functionality	High
Institutions holding ballad collections not yet digitized or not catalogued: e.g. Cambridge University Library; Sheffield University Library; University of Newcastle-upon-Tyne Library	Semantic model; Format for cataloguing & delivery to interoperable database	High
Community users, including folk musicians and folklorists, local	Discovery and engagement; locating & downloading	Medium

historians and public historians	content usable for performance & teaching; uploading performances and commentary	
Teachers in schools and H.E.	Locating & downloading items appropriate to the curriculum	Medium

12 Dissemination Plan

Timing	Dissemination	Audience	Purpose	Key Messages
Nov. 2011	Establishment of project website	HE, collection curators, current users of partner resources	Awareness of project in existing user community	Project aims, project progress reports, promotion of partner institutions
Jan. 2012	Publication of semantic model	Other libraries holding similar collections	Encourage use of model & potential contribution to resource	Semantic model for ballad description
Feb 2012	Broadsides Day (25 Feb. 2012) at Cecil Sharp House	Research community (academic and non-academic)	Recruitment of user contributions to community website	Participants contribute to community knowledge and gain contact with other experts
Jan. 2012 – Jan 2013	Blog	Wider user community	Project awareness	Project progress
Oct 2012	Day event, Cecil Sharp House	Folklore and folk music community; academics; teachers	Awareness for key community users; feedback	Archive content & functionality [test site]
Nov. 2012	Roundtable + focus group	Project partners, academics	Feedback	Archive content & functionality [test site]
Jan 2013	Launch	Stakeholders	Advising users of integrated resource	Archive content & functionality
Jan 2013	Report	JISC & wider community	Report on project	Project awareness & promotion of JISC activities

e. 13. Budget

13.1 The budget accounts for:

- project partner costs for meetings
- web development of resource and user interface
- project management effort from Project Director, Project Manager, and DAMS manager, including management of technical staff and project reporting
- creation and digital storage of project metadata and hosting of the user interface
- dissemination activities including a day-long event at Cecil Sharp House

13.2 Estimates of non-staff costs are given with inflation and are based on:

- Hardware: hardware and software costs for long-term digital storage by Bodleian Libraries
- Travel and subsistence: costs for 2 trips by Partner representatives to Oxford in Year 1; travel by Project Manager x 5 UK trips; costs for 3 meetings of Steering Group
- Event; one day event to include speaker travel, print publicity, performances, and refreshments
- Evaluation: meeting of a focus group

13.3 Budget summary

Directly Incurred	**Year 1: Nov 2011-March 2012**	**Year 2: April 2012-Jan 2013**	**TOTAL £**
[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]
Non-Staff	**Year 1: Nov 2011-March 2012**	**Year 2: April 2012-Jan 2013**	**TOTAL £**
Travel and subsistence	£2,081	£2,568	£4,649
Hardware/software (DAMS storage)	£2,601	£2,726	£5,327
Dissemination		£2,620	£2,620
Evaluation		£524	£524
Total Directly Incurred Non-Staff (B)	**£4,682**	**£8,438**	**£13,120**
Directly Incurred Total (C)	**£34,167**	**£55,506**	**£89,673**
(A+B=C)			**£89,673**
Directly Allocated	**Year 1: Nov 2011-March 2012**	**Year 2: April 2012-Jan 2013**	**TOTAL £**
[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]
Directly Allocated Total (D)	**£10,699**	**£22,208**	**£32,907**
Indirect Costs (E)	**£24,473**	**£57,517**	**£81,990**
Total Project Cost (C+D+E)	**£69,339**	**£135,231**	**£204,570**
Amount Requested from JISC	**£49,230**	**£96,014**	**£ 145,244**
Institutional Contributions	**£20,109**	**£39,217**	**£ 59,326**
Percentage Contributions over the life of the project	**JISC 71%**	**Partners 29%**	**Total 100%**
No. FTEs used to calculate indirect and estates charges, and staff included: **1.93 FTE:** Project manager 0.5, System architect 0.13, N. Jefferies 0.1, A. Huber 0.1. Web developer 1.0, A. Franklin 0.1			