

Cover Sheet for Proposals (All sections must be completed)		JISC e-Learning Programme	
Name of Call Area Bidding For (tick ONE only):			
Call I: Transforming Curriculum Delivery Through Technology (JISC funded)			
Call I: Transforming Curriculum Delivery Through Technology (Becta funded)		✓	
Call II: Assessment demonstrators			
Call III: Course description and discovery			
Name of Lead Institution: The College of West Anglia			
Name of Proposed Project: KLTV – an Internet TV Station to enrich teaching and learning.			
Name(s) of Project Partner(s): Opportunity West Norfolk, All Saints House Trust, JISC- RSC Eastern.			
Full Contact Details for Primary Contact:			
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Position: Assistant Principal, e-Learning			
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Tel: 01553 815356		Fax: 01553 815467	
Length of Project: 2 years			
Project Start Date: 1 October 2008		Project End Date: 30 September 2010	
Total Funding Requested from JISC: £200,000			
Funding Broken Down over Financial Years (April - March):			
April 08 – March 09	April 09 – March 10	April 10 – March 11	
£80,000	£80,000	£40,000	
Total Institutional Contributions: £109,757			
<p>Outline Project Description - The proposed project will establish and sustain an Internet TV Station to enrich curriculum delivery by providing enhanced resourcing and a diversity of learning experiences for learners on the First and National Diploma in Film and Television Media Production, 'A' level Media and Film Studies, and on the college's pre-journalism courses with subsequent extension to support the 14-16 Diploma in Creative and Media. This enrichment will impact across a range of academic and vocational levels as the project will create a realistic fully operational TV production and broadcast environment in which learners are able to develop contemporary Media skills underpinned by relevant subject knowledge. The station will broadcast streamed and 'on-demand' video content via the internet across the college's curriculum areas to inspire and engage 14-19 year olds. This content will be produced by learners under the guidance of skilled media professionals but the station will be 'owned' by the learners and they will be encouraged to take responsibility for their own learning and to work co-operatively in a 'community of learning'. This project will promote opportunities, celebrate achievement and support teaching and learning across current and developing curricula via a powerful combination of e-learning technologies in which existing tools and techniques (webcams, instant messaging, simulation and virtual worlds) are linked into the Internet TV Station via the college's existing Virtual Learning Environment. The station's internet-hosted web-portal will offer a slick and attractive entry point from which learners are able to access a diverse but relevant and topical media content (as with the BBC i-Player portal) whilst the college's new 'Learning Net' VLE (hosted on WebCT / Blackboard) will be utilised to underpin media content with a structured curriculum framework in which teaching and learning are able act together to generate new delivery models for effective pedagogy. The post project vision is to sustain and extend the resource to address the needs of the wider community, of which the college is at the heart, to raise aspirations and inspire achievement.</p>			
I have looked at the example FOI form at Appendix B and included an FOI form in the attached bid (Tick Box)		YES ✓	NO
I have read the Circular and associated Terms and Conditions of Grant at Appendix D (Tick Box)		YES ✓	NO

FOI Withheld Information Form

We would like JISC to consider withholding the following sections or paragraphs from disclosure, should the contents of this proposal be requested under the Freedom of Information Act, or if we are successful in our bid for funding and our project proposal is made available on JISC’s website.

We acknowledge that the FOI Withheld Information Form is of indicative value only and that JISC may nevertheless be obliged to disclose this information in accordance with the requirements of the Act.

We acknowledge that the final decision on disclosure rests with JISC.

Section / Paragraph No.	Relevant exemption from disclosure under FOI	Justification
No restriction is sought on any part of this document.		

Title: KLTV - an Internet TV Station to enrich teaching and learning.

1.0 FIT TO PROGRAMME OBJECTIVES AND OVERALL VALUE TO THE WIDER COMMUNITY

1.1 Scope - The project will establish a sustainable Internet TV station operated primarily by Media & Arts students under the guidance of skilled media professionals. The station will offer compulsive viewing for young people and community groups by giving them a platform to air their views, share their experiences and gain open access to learning and information. Within the college the project will enrich curriculum delivery by providing a rich diversity of content and an innovative learning experience where learners are able to develop contemporary media skills in a 'real' TV production and broadcast environment. The channel will transmit streamed and on-demand content to inspire and engage young people with an eclectic mix of local news, independent films, documentaries, interviews, special interest programmes and music videos. The aim is to develop a creative environment for teaching and learning which will harness multi-media and internet technologies to transmit relevant content to a broad audience. Whilst this proposal is, in itself, an innovative approach which will use Web 2.0 technology to engage with learners in the 'MySpace/Facebook' generation the distinguishing feature of this project lies in the intention to link the video resource into the broader curriculum of the college via 'Learning Net', the college's newly enhanced virtual learning environment. This integrated approach is set to generate 'new thinking' in curriculum delivery in which new models of pedagogy, informed and influenced by a combination of proven e-learning technologies, will create powerful synergies in teaching and learning to the benefit of learners in the curriculum area and in the community. In the longer-term the project will be moved towards emerging Web 3.0 technologies such as 'Wikipedia' where the 'intelligent web', driven by a 'World Wide Database' of learner-driven interaction, will enable the learner to engage with the resource and, in doing so, to change it forever. (For example, as with virtual learning in 'Second Life').

1.2 Vision

1.2.1 Learning and teaching practice – the project will focus on a cohort of ~30 learners engaged on the First and National Diplomas in Film and Television Media Production where teaching strategies to deliver and assess learning are clearly established. It will use established e-Learning tools and technologies to enhance efficiency by increasing the breadth and depth of learning from a given resource whilst increasing flexibility in terms of learning access and learner engagement and, as the project develops, the focus will expand to address the needs of ~120 learners on 'A' level Media, Film Studies and pre-Journalism courses with expansion to support the 14-16 Diploma in Creative & Media as well as Visual and Performing Arts students. The project aims to develop and reinforce team-working, interaction and experiential learning amongst the cohort whilst extending opportunities to identify individual learning styles and address individual needs via relevant pedagogic interventions. These interventions will support learning against specific course criteria via diagnostic, formative and summative assessments along with timely and relevant feedback to promote achievement whilst encouraging positive attitudes towards reflective self-awareness and lifelong learning. For example, by hosting complementary learning resources on the VLE with self assessment materials, peer-to-peer discussions, on-line tutorials, for Q&A and a curriculum specific reflective diary to promote a 'community of learning' in the cohort.

1.2.2 Technology and standards – the use of proven web technology with 'open' media standards such as Adobe Flash (SWF) will underpin the reliable and effective delivery of teaching and learning in a form and format accessible to learners which is transferable across curriculum areas and between institutions and organizations. The use of an internet-hosted resource will facilitate flexible access to dynamic content in local (on-campus) and remote (off-campus) situations whilst the broadcast output of the Internet TV station will inform a diverse audience consisting of staff and learners of the college along with our project partners, stakeholders and the wider public.

1.2.3 Strategy and policy – the College's Strategic Plan sets out its vision as aspiring to be the 'first choice for learning and skills in the region' and 'Building on potential, meeting student and employer needs'. The college is a Beacon College and is recognised as 'outstanding' by Ofsted (2008) who note the 'excellence and innovation', 'outstanding performance in teaching and learning' as well as 'excellence in leadership and management'. These recognitions reflect the college's progress towards achieving its strategic vision. The college has four strategic aims, the first of which is to, "Be recognised for the excellence of our teaching and learning, the quality of our technology support and our investment in our staff so enabling the consistent improvement in the quality of student experience and performance. This aim translates itself further within the curriculum chapter of the Strategic Plan which states the objective of "Extending the use of new technologies to enthuse young people with the learning process". This is also reflected within the ILT Chapter of the plan through key sub-headings which set out how ILT will contribute to 'Collaboration,' 'Develop and implement a dynamic and responsive infrastructure to support the Colleges educational vision,' and 'ILT resources adding value to teaching and learning.' These three objectives are key elements of this application and as such the synergy with this application's objectives are high; as is the expectation, through clear and effective project management, that the project outcomes will be delivered.

1.3 Outcomes

Specific outcomes expected from the project include:

1.3.1 Increased learner achievement facilitated by their active engagement in 'team-oriented' action-learning to which learners will have significant creative, editorial and technical input. These inputs will help determine the nature and content of broadcast programme output with learners encouraged to take a lead role in the ongoing development of this Internet TV initiative.

1.3.2 Increased participation and engagement of learners with a rich, varied and dynamic learning situation in which proven media production and streaming technologies will enable relevant video content to be generated and then delivered via the Internet to one or more learner groups and ultimately to a broader community audience.

1.3.3 Improved awareness and understanding of the costs and benefits of using Internet TV to stream video as both a 'curriculum specific' and a 'cross-college' resource. The project implementation and project steering groups will bring together practitioners, course tutors, and senior managers in ways which will connect curriculum delivery with the college's ILT strategy.

1.3.4 Enhanced capacity within the college's ILT infrastructure to deploy and support Internet TV with streaming video as a key component in curriculum delivery and assessment. This will enable staff to build essential skills in using a new teaching and learning resource and, with appropriate support, to develop their knowledge and understanding of its application in their curriculum area.

1.3.5 Sustainable curriculum processes which will reflect the dynamic nature of streaming video by developing an 'in-house' Internet TV studio production and editing capability which, over the life of the project and beyond, will identify and respond rapidly to meet the diverse and changing needs of learners in the curriculum area and those of learners in our partners and stakeholders.

1.3.6 Reliable, robust and transferable/re-useable curriculum delivery models which will underpin and support the use of Internet TV and streaming video in other curriculum areas of the college and inform emerging 'good practice' in the broader FE community. This will reflect the ongoing development of a technical infrastructure and operational capability with long-term sustainability.

1.3.7 Specific and tangible benefits in the efficiency of resource allocation within an overarching focus on the effective application of the resource will be manifested by increasing recruitment and retention in the curriculum area where a virtuous circle of vocationally relevant skills and rising levels of achievement will enhance student employment and career progression opportunities.

1.4 Focus - Careers in the media revolve around 'technology' and 'people' where multiple interactions between highly skilled individuals, working in creative and 'target-oriented' teams, is a crucial factor in the production of high-quality media content. Media students at the college are exposed to aspects of this environment during their course via in-college projects work reinforced by external work experience but it is difficult to simulate the reality of this environment in the college. The project will address this constraint by creating a working TV station around a fully-equipped TV studio with a mission to inform, educate and raise aspirations by producing and broadcasting quality-assured content. In doing this it will create learning and teaching strategies where learners set the agenda and are enabled to showcase their learning and skills with public viewing and development of an e-portfolio.

1.5 Innovation - The project will drive 'new thinking' in the structure, delivery and assessment of the current media curriculum by combining streaming video content from an Internet TV station with established VLE capabilities to generate powerful synergies in 'learner-driven' engagement. It will explore, evaluate and disseminate the potential offered by newly opened web-media standards (eg. Adobe Flash Player and SWF) to drive fundamental changes in attitudes and approaches on the use of interactive streamed content in teaching and learning amongst staff and learners in the curriculum area and cross-college whilst delivering valuable learning content to the local community.

1.6 Impact & Implication - The College of West Anglia is a large General Further Education college providing significant volumes of education and training across all Subject Sector (curriculum) Areas. It is engaged strategically via Local Authorities and collaborative 14-19 partnerships with over 40 schools across Norfolk and Cambridgeshire and, in its first phase, the project will work with the Opportunities West Norfolk (OWN) partnership of 10 Secondary Schools and a Pupil Referral Unit. The OWN management board is chaired by the college's Principal, Mr. David Pomfret, and OWN's Director of Learning will participate in the project to facilitate and promote engagement with OWN members. The 'on-line' nature of the resource will make it freely available to anyone with Internet access which, given the college's longer-term commitment to sustain the resource, will facilitate scaling and transference of the 'developed' model to other partnerships and promote engagement in the wider community. The project is aligned with the College's Strategic Goals and Plan, its Information Communications and Learning Technology Strategy and its Operational Curriculum Development Plans. Locally, collaboratively and externally, it will contribute towards Norfolk County Council's Children's Services 14-16 Strategy and complements their ICT Strategy. Furthermore, it will contribute to the West Norfolk Partnership's Sustainable Community Strategy, in which the King's Lynn & West Norfolk Borough Council, the Urban Development Board, the Neighbourhood

Management Board and the NORA Regeneration Group, in which Children & Young People, Skills & Learning and Economic Development & Enterprise are significant components. The project will enable the college to address a range of National Strategies including 14-19 Reform, the Gilbert Review, the Leitch Review of Skills, Harnessing Technology (phase 2 and its associated Delivery Plan), and Every Child Matters. This will support inclusive action to aid equality of opportunity and to facilitate the responsiveness and personalisation of learning. The project will enable the college to further develop its e-maturity and, as a Becta recognised Developing Provider, to use that network's '10 Principles' as a framework around which key e-learning objectives can be developed.

1.7 Previous Work – The college has invested significant resources over a long period to develop and embed its VLE within the curriculum for all learners. The positive impact of this investment on teaching and learning was applauded by Ofsted (2008) who noted that 'effective use of ILT is made to support learning'. This success reflects a strategic emphasis on e-learning over several years where the college has a strong track record. It delivered a project to use a VLE to promote reflective professional development for learners on Initial Teacher Training for the LSDA (2005) and continues to enhance its capability in this area via significant investment in new technologies. This investment is underpinned by a substantial effort to encourage and support teaching staff in the use of ILT and the project is intended to move curriculum delivery beyond the constraints of the VLE (Stiles, 2007) to explore interactive and collaborative delivery modes of 'Web 2.0' via streamed video from an Internet TV station. Specific reference is made to: 'Exploring the Tangible Benefits of e-Learning (JISC, 2008) where three case-studies by the University of Derby describe the benefits and limitations of the VLE in curriculum delivery. However, over and above the specific tools and technologies of e-learning, the project will address the need to develop the 'responsive and demand led' approach to further education detailed in 'Harnessing Technology: Next Generation Learning' (Becta, 2008) with links to the employer-led paradigm identified in the Leitch Review of Skills, (HMSO, 2006) and prescribed in the Training Quality Standard (QIA, 2007).

1.8 Commitment – The project is congruent with the e-learning policy and operating strategy of the college and the outcomes sought by JISC/Becta align closely with those sought by the college where, following the achievement of 'Learning & Skills Beacon Status' (2008), the college is committed to enhance the 'outstanding' status recognised by Ofsted (2008) and to develop and embed innovative approaches to curriculum delivery using proven e-learning technologies. This application is sponsored by, contributed to and developed with the college's Assistant Principal e-Learning, Glen Singleton, who is the SMT member with strategic responsibility for e-learning in the college, and Jayne Walpole, Head of Faculty for Arts. The college is committed to the project and has identified a strong and experienced project management team which will be underpinned by a breadth of support in the local community.

1.9 Sustainability - The project is focused on a specific curriculum area and it will have a significant impact on structure and delivery with substantial implications for learners and teachers. This early embedding of the project, and its subsequent delivery over a two-year period, will be undertaken in the expectation of major long term benefits which will be supported, sustained and further developed beyond the life of the project. This post-project sustainability will be pursued during the project by engaging with regional partners at Anglia Ruskin University, Norfolk & Cambridgeshire County & District Councils, the NORA regeneration agency and the active participation of learners in schools across the two counties. The college is committed to sustaining and developing the proposed Internet TV Station over time and recognises its strategic importance to learners and its value to the community.

2.0 WORKPLAN

2.1 Work Schedule

#	Work \ Month	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S
1	Curriculum Review																								
2	Stakeholder Review																								
3	Studio & Equipment																								
4	Training & Support																								
5	Support & Synthesis																								
6	Implementation																								
7	Review & Evaluation																								
8	Project Reporting																								
9	Dissemination																								
	MILESTONES	1			2	3				4				5			6			7					8

2.2 Work Breakdown

#	Work Package	Summary Activities
1	Curriculum Review	Identify areas in current delivery where engaging with learners to produce appropriate programme content to stream via an Internet TV station is likely to bring distinct benefits in teaching, learning, assessment and achievement.
2	Stakeholder Review	Identify stakeholders (teachers, learners, managers, community partners) to discuss their role, contribution, and engagement and to agree relevant outcomes.
3	Studio & Equipment	Procure rooming and equip with relevant audio-video production and editing equipment along with high-speed broadband link and studio fixtures & fittings.
4	Training & Support	Deliver training and support to project members, curriculum delivery team, learners and stakeholders to promote access and ownership the resource.
5	Support & Synthesis	Engage with JISC/Becta project managers and liaise with the other project via the support and synthesis project to refine overall vision of the programme.
6	Implementation	Provision of structured e-learning resource to produce relevant streamed an on-demand content to support teaching and learning with ongoing provision for interactive diagnostic assessment/feedback to support individual learners.
7	Review & Evaluation	Interim review on monthly basis by project implementation group with quarterly evaluation by the project steering group to facilitate contact with JISC/BECTA and project partners via meetings, weblogs, 'on-line' forums and e-messaging.
8	Project Reporting	Interim and final reporting on the project progression, outcomes and outputs.
9	Dissemination	Dissemination of project and accounting for deliverables int the 'closing' phase.

2.3 Task Schedule

Date / Period	Activity & Work Packages	Outputs & Outcomes
Oct 2008	MILESTONE 1 - Project Launch	Engage with college managers and stakeholders.
Oct 08 – Dec 08	Curriculum Review Stakeholder Review Studio & Equipment Training & Support Support & Synthesis MILESTONE 2 – TV Studio Open	Defined schedule of project impact on curriculum. Review stakeholder expectations and contribution. Commission studio and install and test equipment. Identify training need and plan appropriate support. Engage with S&S team and with the other projects. Studio operational and feeding to internet TV host.
Jan 2009	Formal resource launch MILESTONE 3 – 1st Broadcast	Engage with teachers, learners and audiences. Transmit first 'scheduled' programmes to learners.
Jan 09 – Mar 09	Implementation 1 Review & Evaluation 1	Initial phase of learner engagement with the new resource followed by interim review and evaluation.
Mar 2009	Project Reporting 1	Submit 1st Interim Project Report to JISC/Becta.
Apr 09 – Jun 09	Implementation 2 Review & Evaluation 2	Ongoing implementation to develop the resource and to identify and review outputs and outcomes.
Jun 2009	MILESTONE 4 – Showcase 1	Major event to showcase learner achievement.
September 2009	Project Reporting 2	Submit 2 nd Interim Project Report to JISC/Becta.
Oct 09 – Dec 09	Implementation 3 MILESTONE 5 – 14-16 engaged	Ongoing implementation to drive engagement with schools to participate in developing the resource.
Jan 2010	Review & Evaluation 3 MILESTONE 6 – Dissemination 1	Critical review and evaluation and prominent launch of the dissemination process at a high-profile event.
Jan 10 – Mar 10	Implementation 4 Review & Evaluation 4	Development and ongoing implementation with an ongoing review and evaluation of project progress.
March 2010	Project Reporting 3	Submit 3 rd Interim Project Report to JISC/Becta
Apr 10 – Jun 10	Implementation 5 MILESTONE 7 – Showcase 2	Ongoing implementation prior to project conclusion. Major event to showcase learner achievement.
July 2008	Review & Evaluation 5	Final project evaluation, review and reporting.
September 2010	Project Reporting 4 MILESTONE 8 - Dissemination 2	Submit Final Project Report to JISC/Becta and present the project at the ALT-C 2010 conference.

Notes: Project milestones will signal major events such as the project launch, implementation, learner engagement and dissemination. Showcase events are intend to illustrate and exemplify learner engagement and achievement with the resource via events such as an 'Oscars Night' for media or a 'Dragon's Den' for budding entrepreneurs.

2.4 Project Management, Co-ordination & Communications

The Project Management Group (PMG) will comprise:

- Project Director: Glen Singleton, Vice Principal, e-Learning, College of West Anglia (COWA).
- Project Manager: Anthony Barnett, Media Lecturer, COWA.
Neil Stapleton, ILT Development Unit, COWA. (note below).
- Curriculum Manager: Jayne Walpole, Head of Faculty of Arts, COWA.
- Funding Co-ordinator: Chris Challender, Competitive Tendering Manager, COWA.

These individuals will collaborate to oversee the project and will lead the project team to meet objectives; manage interaction between learners, teaching staff and the curriculum; advise and support the project; and oversee communications between JISC/Becta, the college, its partners and key stakeholders. In the opening phase (October to December 2008) Anthony Barnett will work with Neil Stapleton to lead the project prior to recruitment of the full-time Project Manager who will lead the implementation from January 2009. If this appointment is delayed then AP/NS will continue to lead the project on a contingency basis with support from staff from within the college.

2.4.1 Project Steering Group (PSG) – The Project Steering Group will include the Project Management Group together with an advisory board comprising:

Project Partner: Sue Jorgensen-Moore, West Norfolk 14-19 Collaborative Learning Director, Opportunities West Norfolk, Norfolk Children's Services, Norfolk County Council.

Project Partner: Eric St. John Foti, Chair of the Board of Trustees, All Saints House Trust.

Project Partner: Gerard Hayes, Manager - JISC Regional Support Centre Eastern, Anglia Ruskin University, Cambridge.

Critical Friend: Mark Stiles, Professor of Technology Supported Learning, Head of Learning Development & Innovation, Staffordshire University.

The Project Steering Group will meet quarterly and will be chaired by Glen Singleton, Assistant Principal of E-Learning at the College of West Anglia. The role of the PSG will be to:

- support the project manager and steer the project to a successful conclusion;
- resolve any significant strategic issues which emerge during the of the project;
- sign-off major project deliverables and ensure availability of appropriate resources;
- review the project progress quarterly and sign-off the six-monthly reports to JISC/Becta;
- authorise any significant deviations from the project plan in collaboration with JISC/Becta.

2.4.2 Project Implementation Group (PIG) - The Project Implementation Group will include members of the Project Management Group along with all those individuals actively engaged in the project during its lifetime. It will communicate via a monthly meeting, underpinned by email, telephone and various 'ad-hoc' personal contacts. It will be chaired by the Project Manager. The role of the PIG will be to:

- implement the project and work individually and collectively to meet all its objectives;
- deal with any operational issues which may emerge during the course of the project;
- monitor and review performance against interim targets and submit monthly reports;
- produce the specified deliverables within agreed time/cost and performance targets;

2.4.3 Project Communications - Project management, co-ordination and communication will be facilitated via a dedicated website with a secure private area for internal project documents, discussion and debate together with a public area for interim reports on progress, relevant case studies and specific learning issues/problems and solutions. A 'weblog' (blog) will be used to encourage wider debate and to facilitate and promote informal discussion between meetings whilst a project 'wiki' will be set-up and promoted to enable contributions from the college and the JISC/Becta project community to be structured and contained in a topical and evolving resource.

2.5 Deliverables and Measures of Success

Deliverables	Measures of Success
Establish a sustainable Internet TV Channel to provide a rich resource and learning experience and transmit streamed content to 'inspire and engage' young people within a 'real' TV production and broadcast environment.	Fully operational TV Film Studio and streamed online TV Channel; Audience diversity and learners engaged; Range, quality of content and feedback; Raised skills levels of staff and learners; Impact on 14-19 participation, engagement and progression opportunities
Transform and enrich curriculum delivery, teaching and learning, assessment, feedback through the rationale of the project. An expandable model, capable of engaging the wider and varied communities that the college is at the heart of, and which promotes educational opportunity and achievement as a support for regeneration	Learner achievement and the proportion of higher grades, retention and success rates; Comparison of existing practice with the innovations trialled; Curriculum delivery model and e learning technologies; Positive student feedback student survey results; Evidence of vocational relevance; Enhanced delivery approaches and observational teaching grades; Engagement 14-19 Creative and Media consortia in the region and relevant stakeholders.
A detailed case study illustrating interventions against project specific criteria.	Evidence of multi media and internet technologies adapted and integrated; Impact of resource on individual learners; Developed materials to illustrate and exemplify the new practices; Processes and other institutional changes implemented.
Six-monthly interim reports and a final report	Critical review of project progression, outcomes and outputs.
An evaluation review and reporting.	Reflection on the issues encountered; Articulate what has been learnt through carrying out the project; Future questions to be explored.
Provide guidance for other institutions and curriculum areas when carrying out similar innovations	Project dissemination through a range of vehicles; Share issues, process, outcomes; Broadcast a range of pieces showcasing examples of interactivity that the medium and technology afford for use within the education community including resources developed.

2.6 Risk Assessment

#	Risk potential:	Chance	Impact	Risk Cxl	Mitigation / Resolution
1	Recruitment	2	2	4	Offer realistic salaries and target applicants with relevant skills/experience. Emphasise opportunity to contribute to a major national e-learning project.
2	Technology	1	2	2	Use proven technology, avoid bespoke solutions, contract with leading internet service providers and hosting partners. Allocate specific set-up time.
3	Legal issues	1	2	2	Identify copyright / privacy issues, edit AV content for libel, slander and IPR. Limit live transmissions.
4	Time scales	1	2	2	Plan to integrate resource into existing curriculum in stages with set points to review time, cost and performance items against targets and milestones.
5	Costing	1	2	2	Assign project capital spend with significant match from college resources. Issue budget and monitor variance monthly to control the operational spend.
6	Performance	1	2	2	Appoint external advisor to steer project to deliver the agreed outputs and ensure these are valid and transferable across the JISC/Becta communities.
7	Learner engagement	1	2	2	Embed project in curriculum to impact on learning, assessment and achievement. Promote learner inputs and ownership of 'their' Internet TV station.
8	Teacher engagement	1	2	2	Set project in curriculum area and link to teaching, learning and assessment issues. Promote impact on retention, engagement and achievement.
9	Stakeholder engagement	1	2	2	Engage key stakeholders and partners in steering group and keep them informed via regular contact.
10	Public engagement	2	1	2	Promote initiative and communicate the benefits to all publics (internal & external) defined in the plan.

Chance of event:: 1 = low; 2 = high. Impact of event: 1 = low; 2 = high. Risk to project: 1 = minor; 2 = significant; 4 = major.

3.0 ENGAGEMENT WITH THE COMMUNITY

3.1 Stakeholders & Users - The primary focus of the project is on teaching and learning in further education with college teaching staff as key stakeholders and specific learner cohorts as key users of the resource. The nature of the project enables participation beyond this group with opportunities to engage an audience which extends out across the college and into the local and regional community. The driving force behind the Internet TV channel is located in the project implementation group with defined learning benefits firmly grounded in the arts and media curriculum area. The direct involvement of staff and students from this area, working with dedicated members of the project implementation group, will enable high quality teaching and learning materials to be produced and streamed to college and community audiences. However, underpinning these two aspects of the project is the fundamental interest of the JISC/Becta community where rights to access to project learning, process, procedures and materials will be actively supported.

3.2 Mapping & Needs Analysis

In-College Engagement	Community Engagement
1. Learners engaged to write, produce edit and present appropriate content on the channel. 2. Staff to explore, adapt and adopt the resource to support teaching and learning. 3. College staff able to improve their awareness and enhance their skills in using the resource. 4. College students able to view educationally relevant content and submit own contributions.	1. Pupils in local schools engaged in work to generate appropriate media contributions. 2. Local community partners able to generate and submit appropriate media contributions. 3. Schools to access and use the resource to help support the 14-19 Creative & Media Diploma. 4. General public able to access and view quality informative content with a local community focus.
JISC/BECTA community partners able to access, review, adapt and adopt the project as it develops.	

3.3 Dissemination - The project team will engage fully with the JISC/Becta Synthesis & Support Project and the monthly minutes of the project management group, quarterly review of the project steering group and a quarterly community/stakeholder newsletter will be posted on the project website along with relevant materials and protocols to facilitate shared access by community stakeholders and by other institutions. Over the life of the project the team will produce and submit to JISC/Becta three interim reports, one final report and one evaluation report with relevant case studies, teaching materials, delivery models, learning plans and operating procedures as deliverables. The IPR on these items will be shared between the college and JISC/Becta to enable other projects, and the HE/FE community, to use the materials with reference to their original provenance. Dissemination will begin in January 2010 with exposure via JISC/Becta and RSC-Eastern events. This will be reinforced via contact with educational institutions and stakeholders with an interest in e-learning and will be underpinned by open 'on-line' dissemination via a public web portal. Finally, at project close the college will host a 1 day dissemination event in co-operation with JISC/Becta with further exposure at the Association for Learning Technology Conference (ALT-C) in September 2010, after which the college will continue to disseminate the sustained project in the longer-term.

3.4 Evaluation - Specific evaluation points have been built into the project work-plan to facilitate reflection and review of actual performance against that planned. Appropriate action will be taken to manage minor issues although any major issues likely to have a significant impact on the agreed project outcomes will be discussed with the JISC/Becta project manager. An evaluation report will be produced at each evaluation point and it will be communicated to stakeholders and to users to inform corrective action or justify flexing of the project plan. These evaluation reports will be informed and influenced by the perception and experience of curriculum delivery staff and of learners across the 14-19 age range within the college/curriculum area and across partner schools along with additional inputs from stakeholders and community audiences. A robust evaluation methodology will be adopted with a reconciliation of 'expectations met' against 'expectations set' at each evaluation point in which outcomes are qualified and outputs quantified in terms of their congruence and contribution to overall project aims and objectives.

3.5 Collaboration - The college will play a full and active role in the JISC/Becta Synthesis and Support Project and knows it has much to gain by engaging with other projects to share experiences. Staff time and availability from across the college is factored in to the bid with staff available for at least 35 days in year 1 and at least 20 days in year 2. This will facilitate partnership working and support ongoing debate of the vision outlined in the JISC/Becta Strategy for eLearning across 2008-2012.

3.6 Support - Resources to guide and inform the project will be drawn from the JISC/Becta community via practitioner research and from relevant case-study work. Detailed support from subject networks such as 'Improving Teaching & Learning in Creative & Media' (QIA) will be used to support curriculum content whilst skills related aspects and 'employability' will be enhanced by engaging with 'Skillset', the Sector Skills Council for Creative Media, to embed 'best practice' and to reflect sector trends and current employer needs.

4.0 BUDGET

4.1 Cost Schedule

Directly Incurred Staff	Apr08 – Mar09	Apr09 – Mar10	Apr10 - Mar11	TOTAL £
Post, Grade, No. Hours/Days & % FTE	£	£	£	£
Project Manager (37hpw / 100%)				
Staff Cover – 625 hours @ £48/h				
Media Technician (37hpw / 100%)				
External Project Advisor (8 days)				
Total Directly Incurred Staff (A)	£35,575	£72,400	£36,200	£144,175
Non-Staff	Apr08 – Mar09	Apr09 – Mar10	Apr10 – Mar11	TOTAL £
Travel and expenses				
Web hosting & SSDL ISP @ £670/mth				
Equipment - Studio & production suite				
TV studio – renovate/refit and set-up				
Dissemination – events & promotions				
Evaluation – stakeholder engagement				
Other – staff recruitment costs				
Total Directly Incurred Non-Staff (B)	£39,420	£15,840	£11,420	£66,680
Directly Incurred Total (C) (A+B=C)	£74,995	£88,240	£47,620	£210,855
Directly Allocated	Apr08 – Mar09	Apr09 – Mar10	Apr10 – Mar11	TOTAL £
Staff – 30% FTE x 3360h x £48/h				
Estate – rooming 50sqm x £10/m2/mth				
ILT equipment, encoder, media servers				
Directly Allocated Total (D)	£54,314	£27,192	£13,596	£95,102
Indirect Costs (E) Overhead (HL&P)	£950	£1,900	£950	£3,800
Total Project Cost (C+D+E)	£130,259	£117,332	£62,166	£309,757
Amount Requested from JISC	£80,000	£80,000	£40,000	£200,000
Institutional Contributions	£50,259	£37,332	£22,166	£109,757
Percentage Contributions over the life of the project	JISC 65 %	Institution 35 %		Total 100%
No. FTEs used to calculate indirect, estates charges, and staff included	No FTEs 2.3	Which Staff: Project Manager, Media Technician and aggregated 0.3 FTE staff.		

4.2 Quantitative & Qualitative Benefits - The college anticipates a quantified and positive improvement in learner recruitment, engagement, retention, satisfaction, and achievement over the life of the project and expects these gains will be underpinned by improvements in curriculum delivery which will continue after the project completes. Furthermore, the college expects to generate significant changes in attitudes towards e-learning in the curriculum amongst teaching staff by deploying a technology likely to create interest amongst learners beyond that of the VLE. The project partners anticipate benefits which complement these outcomes with Opportunities West Norfolk keen to use the resource in order to promote e-learning and support development of the 14-16 Diploma in schools whilst RSC Eastern is keen to support dissemination of innovative e-learning and All Saints House Trust is keen to pursue its charitable aims by using the resource to raise aspirations amongst hard-to-reach and disaffected young people in the community 'not in employment, education or training' (NEET) to encourage them to re-engage as learners and to acquire skills valued and sought by employers. In recognition of these benefits the college is prepared to resource a significant amount (~35%) of the overall project cost whilst Opportunity West Norfolk, the All Saints House Trust and RSC Eastern are willing to commit significant time and effort to support via the project.

5.0 PREVIOUS EXPERIENCE OF THE PROJECT TEAM

5.1 Pedagogic & Management Issues - The project will promote curriculum delivery across the range of: teaching; peer and collaborative learning; advice, support and guidance; coaching and mentoring; feedback and assessment; personal skills. The pedagogic issues (identified and anticipated) are likely to be significant whilst the time, cost and performance aspects of the project will require strong leadership and effective management to underpin successful delivery and the positive impact of the project across the college and in the FE community. The experience and qualification of the project team reflects a keen awareness of these issues with a combination of experienced teachers, educational researchers, technical experts, practitioners, senior college managers and qualified community partners. Furthermore, the project's focus and progression will be overseen throughout its lifetime by a prominent external advisor acting as a 'critical friend' with a clear mandate to offer advice and support on relevant pedagogical and management issues associated with national e-learning strategies.

5.2 Previous Project Experience

Project Title	College Role
LSDA Q project in collaboration with the (former) Isle College: Construction crafts.	Lead
LSN: e-CPD: "Using a VLE to provide for assessment-based differentiated and individualised learning activities".	Lead
LSN: Transforming teacher training through e-learning.	Lead
Regional eLearning Pilot Projects: JISC's Distributed eLearning Strand 07/04 with Anglia Polytechnic University	Supporting
Functional Skills multimedia resource and VLE development with local schools	Lead
Becta Technology Exemplar Network	Developing Provider

5.3 Project Team

5.3.1 - Project Director and Chair, Project Steering Group: Glen Singleton, Assistant Principal for e-Learning at the College of West Anglia. Glen is responsible for e-Learning strategy and ILT deployment in the college and has significant experience in overseeing and directing ILT projects to meet specific aims and objectives.

5.3.2 - Project Managers and Chair/Deputy, Project Management Group: Anthony Barnett, Media Lecturer at the College of West Anglia will work closely with Neil Stapleton, ILT Development Unit Manager at the College of West Anglia. Anthony has 27 years experience as an actor and has run his own videography business for the past 8 years which involves writing and directing on location. He is a Master Member and Area Representative for the Institute of Videography and holds the MA Theatre Today and Cert.Ed. with 3 years experience teaching media in further education. Anthony will use his knowledge and professional experience in broadcasting and in teaching to oversee production and curriculum related aspects in the opening phase of the project. Neil is responsible for ILT deployment across the college with overall responsibility for content and distribution. He led the installation and development of the college's existing VLE and managed recent upgrades to underpin the college's investment in e-Learning technologies and will oversee the technical implementation and commissioning work during the opening phase of the project. From January 2009 these two aspects of the project will be managed by a full-time project manager who will lead the project with technical support from a full-time media technician who will run the studio.

5.3.3 - Critical Friend and Member, Project Steering Group: Professor Mark Stiles is Professor of Technology Supported Learning and Head of Learning Development and Innovation at Staffordshire University. His current responsibilities include researching the use of technologies for learning and corporate responsibility for the University's Technology Supported Learning Strategic Plan. He has published widely on learning technology and associated pedagogy and policy. Prior to his current role, Mark spent 10 years as a deputy IT Director in HE with particular focus on the support of learning, preceded by 15 years as a teacher and academic manager in FE. Mark has managed JISC projects including: • COSE -Development of one of the first VLEs • COSE and IMS Interoperability • SURF Pilot – use of IMS enterprise specifications between FE and HE • SURF WBL – Creation of generic eResources for WBL • SUNIWE – cross institutional support for Foundation Degrees • SURF WBL-Way – eSupport Point for WBL. Mark has also been a partner in a number of other JISC projects including CAMEL and COARM and has carried out a number of evaluations and consultancy activities for JISC. Mark is Deputy Chair of JISC-JLT, Chair of the JISC-CETIS Board and represents JISC as a member of the Board of Directors of the IMS Global Learning Consortium. Mark is a Chartered Fellow of the BCS.

(5.3 Project Team – continued)

5.3.4 - Curriculum Integration Manager, Member, Project Management Group, Member, Project Steering Group:
Jayne Walpole, Head of Faculty of Arts at the College of West Anglia. Jayne has 14 years commercial experience in design, including running her own business. Alongside the commercial work she has spent 25 years in further education, of which 8 years is in a management role, with specific responsibility for curriculum development, organisation, delivery and resources associated with teaching and learning. Jayne holds a BA and Cert Ed, and was project lead for the validation and approval of the HND (subsequently DipHE) Graphic Design, HND, FdA Fashion and FdA Music. She was also bid writer and project lead for the MoVE LLN Progression Development project, and is a Monitoring Reader at Anglia Ruskin University.

5.3.5 - Project Funding Co-ordinator, Member, Project Management Group, Member, Project Steering Group:
Chris Challender, Competitive Tendering Manager at the College of West Anglia. Chris has 15 years experience in IT systems design with 10 years in Further Education and 6 years in training management. He holds a B.Sc. P.G.C.E, M.A. and M.Ed. and has managed research on 'Leadership in Further Education' (2002) and 'Curriculum Design' (2006). Chris has led a number of projects in both commercial and educational contexts including the DTI 'Action 2000' Millennium project; the LSN 'Transforming Teacher Training Through e-Learning' project and, in a previous role with the Chartered Management Institute, he worked with three RDAs (Yorkshire Forward, One North East and North West) to launch the Northern Leadership Academy, (2006).

5.4 Partners

The project has been discussed with three regional partners in the local community, all of whom have formally committed to support the project and have agreed to serve on the Project Steering Group, (Appendix A).

- Sue Jorgensen-Moore, West Norfolk 14-19 Collaborative Learning Director
Opportunities West Norfolk, Norfolk Children's Services, Kilham's Way, King's Lynn, PE30 2HU
- Eric St. John Foti, Chair of the Board of Trustees, All Saints House Trust,
High Street, Stoke Ferry, King's Lynn, PE33 9SF
- Gerard Hayes, Manager - JISC Regional Support Centre Eastern,
Anglia Ruskin University, CU House, Southernhay, Basildon, Essex. SS14 1EZ

These partners each have specific aims and objectives on which the project will have an impact. For Opportunities West Norfolk the benefit is in the opportunity to access, apply and influence development of the resource to support the demands of the 14-19 Diploma in secondary schools, whilst for All Saints House Trust the resource is seen as a channel to reach disaffected young people who are disengaged from social/economic activity. Last but not least, JISC-RSC Eastern is keen to support and disseminate a resource which offers real potential to inform the future deployment of new approaches to e-learning in further and higher education via the current Web 2.0 tools and techniques and the emerging Web 3.0 technologies.

<ENDS 10 pages>

Appendix A: Supporting letters

- A1. Glen Singleton, The College of West Anglia
- A2. Mark Stiles, Staffordshire University
- A3. Sue Jorgenson-Moore, Opportunities West Norfolk
- A4. Eric St. John Foti, All Saints House Trust
- A5. Gerard Hayes, JISC RSC Eastern.



*The First Choice for Learning and Skills
in the Region*

David Pomfret
Principal/Chief Executive

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GS/ab

31 July 2008

JISC Executive
Northavon House
Coldharbour Lane
BRISTOL
BS16 1QD

Re: JISC Circular 08/08 - Transforming Curriculum Delivery Through Technology

Bid Title: KLTV – an Internet TV Station to enrich teaching and learning.

On behalf of the College of West Anglia I am pleased to confirm our support and commitment to the proposal in respect of the Becta funded opportunity under Call I of JISC Circular 08/08.

As the Assistant Principal for e-Learning in the college I have involved myself closely in the development of this proposal and, as SMT member with strategic responsibility for e-learning, I will take a direct role in overseeing the project and will work to promote its sustainability after the intended outputs and outcomes are successfully delivered. The scope and direction of the project is congruent with our e-learning policy and operating strategy and the benefits sought by JISC/Becta align closely with those sought by the college where, following achievement of 'Learning & Skills Beacon Status' (2008), we are committed to enhance the 'outstanding' status recognised by Ofsted (2008) by continuing to develop and embed innovative approaches to curriculum delivery via e-learning technologies .

We believe that the strength of our commitment is illustrated by the level of resource which the college is prepared to contribute to the project and we have identified a strong and experienced project management team which is underpinned by a breadth of support in the local community.

If further information is required then please don't hesitate to contact me.

Yours sincerely

PP *Glen Singleton*

Glen Singleton
Assistant Principal
e-learning and ILT



**Director of Academic
Development and Research**

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JISC
Northavon House,
Coldharbour Lane,
Bristol,
BS16 1QD

30th July 2008

Dear Sirs

I am please to confirm I will be delighted to take on the role of critical friend (a role I carried out for the recent JISC eLida CAMEL project) as described in the bid from The College of West Anglia.

I am very interested in the proposed project which, as well as using an expanded set of technologies to deliver the curriculum, presents some novel pedagogic approaches which, although focused at FE work, represent the acquisition of learning skills by students which will aid them in progression from FE to HE work. I hope, and expect, to be able to learn from the project as well as contribute my experience to it.

Yours faithfully

A handwritten signature in black ink, appearing to read "Mark J Stiles", written over a horizontal line.

Professor Mark J Stiles BSc(Hons) FBCS CITP FHEA
Head of Learning Development & Innovation
Staffordshire University
K126 The Octagon
Beaconside
Stafford
ST18 0DP



JISC
Northavon House
Coldharbour Lane
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28th July 2008

Sue Jorgensen-Moore
West Norfolk 14-19 Collaborative Learning Director
West Norfolk PDC
Norfolk Children's Services
Kilham's way
King's Lynn
PE30 2HU
sue.jorgensen-moore@norfolk.gov.uk

To whom it may concern.

**Re: JISC Circular 08/08 Call I
Transforming Curriculum Delivery Through Technology.**

On behalf of Opportunities West Norfolk I am pleased to confirm our full support of the College of West Anglia in its application to JISC/BECTA for funding to establish 'KLTV – an Internet TV Station to enrich teaching and learning.'

The Opportunities West Norfolk partnership, comprising 10 Secondary Schools and a Pupil Referral Unit, welcomes the opportunity to participate in this exciting and innovative e-learning project which will reinforce and extend the work being done via the Partnership and The College of West Anglia.

The project will benefit learners in college, in school and in the local community and provide another means by which we can collaboratively support the realisation of the vision set out, both locally and nationally, for the 14-19 reforms.

Yours sincerely

PP *Sue Jorgensen-Moore*

Sue Jorgensen-Moore
West Norfolk 14-19 Collaborative Learning Director
Norfolk Children's Services





ALL SAINTS HOUSE TRUST

Registered Charity No: 1123646

STOKE FERRY

NORFOLK PE33 9SF

Telephone: 01366 500113

**JISC
Northavon House
Coldharbour Lane
BRISTOL
BS16 1QD**

31 July 2008

Dear Sir/Madam

Re: KLTV – an Internet TV Station to deliver streaming video to a community of learners.

As Chair of the Board of Trustees of All Saints House Trust I am pleased to confirm our support in respect of the bid by the College of West Anglia on ‘Transforming Curriculum Delivery Through Technology’ via streaming video to be broadcast from a fully-functional Internet TV Station to be operated by learners at the college.

As a registered educational charity the All Saints House Trust exists to further the advancement of education and training for young people and people with disabilities. The charity is constituted with a particular emphasis on the use of Web 2.0 internet technologies to engage ‘hard-to-reach’ and disaffected young people using the medium of community television. This exciting project offers an opportunity for the charity to progress its work in this area whilst helping the college to extend the reach of this project into sections of the community where learning aspirations are low.

Finally, I confirm that we are willing participate in the project via the steering group and to provide opportunities to promote the resource and appropriate channels to communicate its outcomes.

Yours faithfully,

pp *Eric St. John Foti*

Eric St. John Foti

Chair of the Board of Trustees, All Saints House Trust.



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31 July 2008

For the attention of JISC

JISC Circular 08/08 - Transforming Curriculum Delivery Through Technology

I am writing on behalf of the Regional Support Centre (Eastern) to confirm our support of the bid by the College of West Anglia on 'Transforming Curriculum Delivery Through Technology' as per the JISC Circular 08/08.

We recognise the college as proactive and innovative in using ILT to support the curriculum and have worked with them on a number of occasions in areas such as 'thin client' and more recently 'virtual science laboratories'. Their proposal to establish an Internet TV station is an example of how the college acts to identify and promote new opportunities to use e-learning in the curriculum to benefit learners and community partners. The college has always been willing to participate in the active sharing of best practice across the region via our various forum meetings, regional events and annual e-Fair. Their readiness to collaborate with partners is a key strength in this proposal and RSC Eastern is keen to support the project.

Through our involvement with the Distributed E –Learning Project (DELG) we saw first hand how the college is able to manage projects effectively and to ensure wide dissemination of project outcomes. Furthermore, the involvement of Professor Mark Stiles of Staffordshire University as an external project advisor and a 'critical friend' underpins the strength of their commitment to the work whilst their recognition as 'outstanding' by OFSTED, allied with the recent award of 'Beacon' status, bodes well for a successful outcome. Finally, we confirm that we are willing participate in the project via the steering group project and to provide opportunities and appropriate channels to disseminate the project outcomes .

Yours sincerely

Gerard Hayes,
Manager - JISC RSC Eastern