



# **Casgliad y Werin Cymru** **People's Collection Wales**

## **Content Toolkit**

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# Introduction

## What is the purpose of these guidelines?

This document is designed as an introduction to the ways in which you can contribute to People's Collection Wales. It aims to introduce key considerations and principles in digitisation and provide guidance on contributing content to People's Collection Wales.

It is aimed as a guide suitable for all possible contributors: individuals, repositories, societies and community groups. If you have any more specific questions, you are welcome to contact the project staff to discuss your particular queries and needs.

Contact us at [www.peoplescollectionwales.co.uk/Contact](http://www.peoplescollectionwales.co.uk/Contact)

## What is People's Collection Wales?

People's Collection Wales is an interactive, online bilingual resource which brings together the digital collections of the national institutions and also provides a place for your own content, allowing you to share your story with the world.

Funded by the Welsh Government, People's Collection Wales offers a platform for your digital content and long-term access to your collections online.

## Why contribute?

- PCW is a long-term commitment from the Welsh Government; it's going to be around for a long time
- Placing content online allows wider access to your collections and has been proven to increase visitor numbers
- All content on PCW is moderated so you can be sure that the items are trusted and non-controversial
- The core partners can provide support and advice to help you contribute
- PCW can engage local communities and get them interested and involved in collections

## Things to consider before contributing to People's Collection Wales

- 1. Copyright** - all material must be free from rights issues before it is published online;
- 2. Ease of digitisation** - if you're looking at your collections, consider how easy they are to digitise in the first instance;
- 3. Collection size** - how big is the collection you want to digitise? It may be better to begin with something easily manageable first;
- 4. Type of content** - does it have an educational value? Or perhaps it will be used in an exhibition or similar to mark an event or anniversary. It's always worth trying to be relevant when you decide to digitise collections;
- 5. Staffing** - resources are tight, so think about getting some assistance from volunteers. Volunteers could benefit from accreditation and form a valuable addition to your team;
- 6. Equipment** - buy the best you can afford so that you get the best quality digital images. If you don't have the budget, borrow from others within your department or from Culturenet Cymru.

## Your content on People's Collection Wales

There are a number of ways in which content can be displayed on the website. People's Collection Wales is made up of items: images, audio, video and text, that can then be arranged in various ways to be used by the public. The public can also use the items on the site and repurpose them in innovative and interesting ways.

### **Items**

These are the basis of People's Collection Wales and can be images, audio, video or text items relating to the history and heritage of Wales.

Accepted formats:

**Images:** .jpg, .gif, .png

**Video:** .flv, .mp4, .3gp, .avi, .mov, .wmv

**Audio:** .mp3, .wav, .wma

**Text:** .txt, .htm, .html

**Maximum filesize:** 64MB (65536KB)

### **Collections**

Items on the site can be arranged into collections of common themes; events, locations, people, that tell a story and provide more context to the user. This is the simplest way of arranging content on the site and provides quick and easy access for the user to the content.

### **Exhibitions**

To provide an editorial foundation for the website, there are articles or stories which give the history behind the variety of items gathered on People's Collection Wales. These stories give background to collections of items and are an informative and educational feature of the site. Stories are divided thematically into Exhibitions, to provide the user with a journey through the website. If you have held an exhibition or prepared text for your collections, these might form the basis of stories on People's Collection Wales. Basing items around a story can also provide you with inspiration in deciding which items to select for publication.

Exhibitions can be added by the website administrators, if you have something in mind, get in touch and we can discuss how they could appear on the site.

## **Trails**

One of the most innovative elements of People's Collection Wales is the trail-builder. Items can be plotted geographically using the mapping on the site to take people on a journey around their locality; placing items from the collections in their natural habitat. Contributors are encouraged to geo-locate items when they upload to the site so that they can be easily used in this tool. You could think about this when deciding what to contribute: can you take people on an historic tour of your community? All the trails can be accessed online or via the Trails Cymru iPhone and Android apps. They can also be printed or downloaded to satellite navigation, meaning that they are accessible to all your visitors.

## **Storybuilder**

Combining audio with still images is an effective way of displaying content and the People's Collection Wales Storybuilder tool allows you to do this quickly and effectively. The simple 'drag-and-drop' tool allows you to select items from your own collections, as well as any items uploaded by others onto the site, and combine them with any audio track or narration on the site to present content attractively and effectively to others. This is a particularly effective way of presenting oral history.

## **Learning**

People's Collection Wales provides a unique resource for learning providers in Wales. Teachers are able to create educational resources and classes for their students using the wealth of material available on the site supporting a range of subjects including history, geography, art and language.

You can add your own content, contribute stories or create your own collections. For example, you can develop your students' communication skills using the Story Builder to contribute stories and research, adding images, sound and captions.

Using People's Collection Wales, students can share information, publish their findings or interpret the resources available on the site.

## **Family Show**

Genealogists can use People's Collection Wales to record their family tree. The Family Show tool allows you to start building your family tree from new, or import an existing one, and create collections of images and items that relate to your family history. Biographies or short histories of individuals can also be added to the site. You could upload your own family photographs and documents, or use ones that are already on the site, to tell the story of your family.

Uploading content from local history collections would provide users with a valuable resource when researching and developing their family trees. This may be of particular interest to overseas users who are keen to learn about their Welsh ancestry but are unable to access the collections.

## Content Selection

It might not be possible to digitise your entire collection in one go. Everyone has to prioritise and there are a number of ways of doing this.

**1. What is out of copyright?** Consult Module 1 of Culturenet Cymru's Digitisation Guidelines to help you discover which items from your collections are out of copyright. Starting with these gives you time to go about clearing other works from your collection to carry on digitising.

### **2. What will it be used for?**

a. Education - It is often a good idea to prioritise content that will have educational value. Talk to your local education officer and find out whether you can feed into the Curriculum or provide resources that could aid the teaching of local history in schools.

People's Collection Wales also has a Learning Group which could provide guidance on which elements of the curriculum could best be supported by content.

b. Exhibitions or publications - if you are preparing an exhibition or publication, why not use this as an opportunity to digitise a wider collection and put it online?

**3. Anniversaries** - the anniversary of a significant event or individual could be a perfect reason to generate some digital content to commemorate the date. People's Collection Wales' Content and Editorial Group can provide guidance about specific dates of interest as a spark to the digitisation of content

**4. Popular material** - digitisation can provide access to content that is popular e.g. materials used in family research. Providing such records online extends your services to consumers.

**5. Feasibility of image capture** – is it within your capability to digitise the items? They might be too large or awkward to digitise easily, in which case, get in touch with us to see if we can help.

**6. Space** – you may have a wonderful, vast collection, but not enough room to display it all. Digitising increases your exhibition space in the virtual world.

## Contributing to People's Collection Wales: Practicalities

This section provides information about digitising your collections and uploading to People's Collection Wales.

### Digitisation: How to digitise

People's Collection Wales offers training to repositories and community groups wanting digitisation training. Based on Culturenet Cymru's Digitisation Guidelines, regular training sessions are offered free of charge at The National Library of Wales. Training can also be offered at locations across Wales if required.

To support training, Culturenet Cymru has equipment available for short to mid-term loan, allowing manageable projects to be undertaken without the requirement of purchasing equipment.

Contact [digido@culturenetcymru.com](mailto:digido@culturenetcymru.com) for more information on how to arrange training and/or equipment loan.

### Already have the equipment?

Take a look at the Culturenet Cymru Digitisation Guidelines for information on best practice in digitisation.

Some simple tips to remember are:

- 1.** Scan at a minimum **resolution of 300dpi** to ensure the best quality image. Increasing the resolution further will increase the size of the image file so be aware of this when considering storage of digital images etc.
- 2.** Save all your scanned images as **TIFF** files to retain all the detail within the digital image. Retain the Master TIFF image in your archive and create copies for other purposes such as display online. This ensures the retention of an archival quality image.

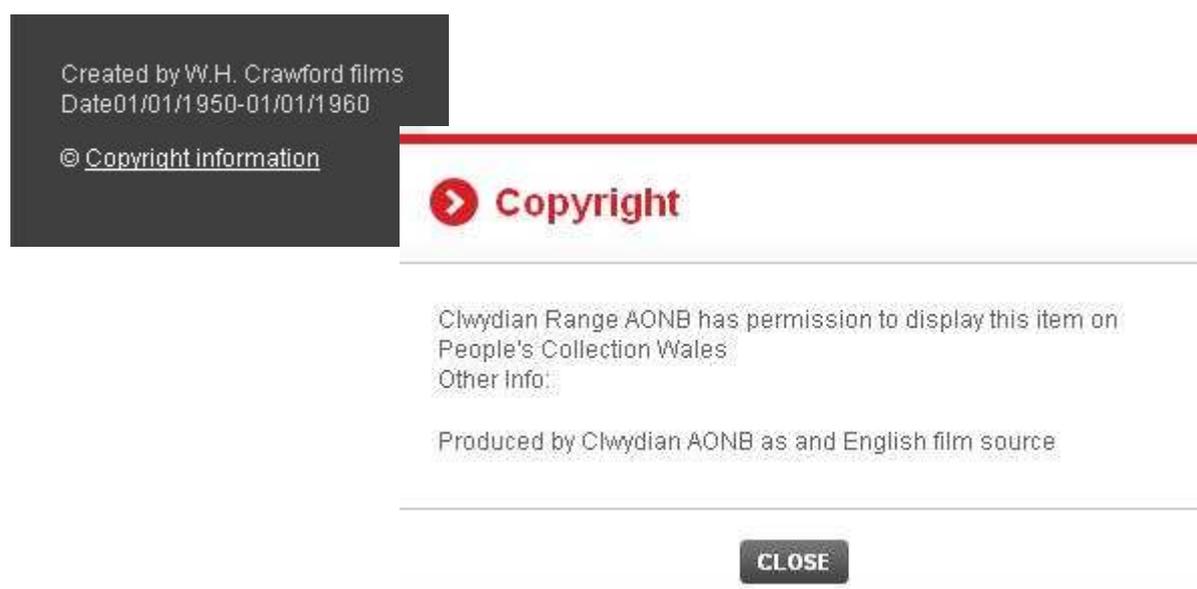
TIFF images are high resolution and unsuitable for online publication. You should therefore resize and save your images as JPEG for uploading to the Web. This can be done using Photoshop, GIMP or other image manipulation software.

- 3.** Set up an efficient **file-naming** and storage system to ensure that your data and images are retrievable. Consult the Digitisation Guidelines for more information.

## Copyright and People's Collection Wales

Before digitising and publishing any material, any rights issues must be resolved. More information about copyright can be found in Culturenet Cymru's Digitisation Guidelines.

People's Collection Wales is eager to ensure that all content on the site is trustworthy and available for use by any user for non-commercial purposes.



Created by W.H. Crawford films  
Date 01/01/1950-01/01/1960

© [Copyright information](#)

 **Copyright**

Clwydian Range AONB has permission to display this item on  
People's Collection Wales  
Other Info:

Produced by Clwydian AONB as and English film source

**CLOSE**

Any rights associated with an item can be clearly displayed as shown above. It is possible to acknowledge a number of individuals, institutions or organisations that may have intellectual rights to the item. For example:

**Creator** – the person / body who created the original item

**Owner** – the person / body / organisation who currently owns or is in possession of the item

**Contributor** – whoever has uploaded the item to People's Collection Wales

**Other information** – credit for any others that may have rights to the item and recognition that permission to display the item has been sought.

People's Collection Wales asks all contributors to ensure that the items they upload are as accurate as possible and that every attempt is made to clear copyright relating to the content.

Once uploaded, items are submitted for moderation and are checked to ensure that they do not appear to infringe any of the site's 'House Rules'. Some key questions to ask before uploading any content are:

1. Is the image you propose to upload to the People's Collection protected by copyright and is it still in copyright?
2. Who took the digital image?
3. Have the people who own copyright in the original and the digital image given you permission to publish the image in the People's Collection?
4. Do you and they agree to be bound by the terms of Creative Archive Licence?
5. Do you know who needs to be credited when the item appears on the site?

Moderation will draw to your attention any elements you may have neglected and highlight anything that needs to be addressed further. The moderator will contact you via the email address associated with the username and aim to resolve the issue. While this discussion takes place, the item will not be visible to other users.

## Report Abuse

If an item has been uploaded but a user feels that copyright has been breached, or that the information associated with the item is inflammatory, they may draw this to the administrators' attention via the 'Report Abuse' function.

A rectangular button with a dark background and white text that reads "REPORT ABUSE".

The Report Abuse function is displayed next to each item on the site and allows users to draw attention to any issues.

## Creative Archive Licence

All items on the People's Collection Wales website must be licensed under the terms of the Creative Archive Licence.

The Creative Archive Licence is a single, shared user licence scheme for the use of moving images, audio and stills. It provides for the viewing, sharing and re-using of content under certain terms, for example, the material may only be used for non-commercial purposes.

As it is virtually impossible to prevent users from using content if they are determined to do so, licensing has been developed to provide protection to the owner and set out the exact terms under which digital resources can be reproduced.

The Creative Archive Licence imposes five restrictions on content use:

1. No commercial use – no items may be reproduced for commercial purposes
2. Share-alike – all content may be used to create ‘Derivative Works’ but they must be re-used under the same licence
3. Give credit – the original owner must be given credit (attribution)
4. No endorsement – the content must not be used for endorsement, campaigning, defamatory or derogatory purposes
5. UK only – the Creative Archive content is made available to internet users for use within the UK

Agreeing to licence your content means that it can be used by others effectively, clearly and legally.

For more information, visit [www.bbc.co.uk/creativearchive](http://www.bbc.co.uk/creativearchive)

## Moderation

All items uploaded to People’s Collection Wales must be moderated before they can appear on the site. When the upload process has been completed, the item enters the moderation queue and is moderated by a member of the central PCW team. While it is in moderation, the item can still be viewed and used by the contributor: placed into collections, stories, trails etc, but cannot be viewed by the public.

### **How do we moderate?**

All items are checked to ensure that they do not breach the site’s Terms of Use and Privacy.

To view these terms, visit [www.peoplescollectionwales.com/Terms](http://www.peoplescollectionwales.com/Terms)

When an item is submitted for moderation, there are three options open to the Moderator:

- 1.** If the moderator is satisfied that the contributor has the right to upload the item and is not in breach of any of the terms, the item is approved and appears on the site.
- 2.** If the moderator is uncertain whether one or more of the terms of the site have been breached, the item is placed in a Holding Bin and the contributor is notified and asked for further information. The contributor is then able to make changes to the item or confirm that they have the right to upload it, and the item will be approved to appear on the site.
- 3.** If the moderator believes that the contributor is clearly in breach of the terms of the site, the item will be rejected and a notification sent to the contributor.

Be sure to consider copyright issues before uploading content as this will ease the moderation process. If you have any questions about the collection you want to digitise and upload, please contact us: [digido@culturenetcymru.com](mailto:digido@culturenetcymru.com)

## Data protection

As with all content published online, items uploaded to People's Collection Wales must respect individuals' privacy and all items will be checked for this during the moderation process.

## Uploading Content to People's Collection Wales

In order for your content to be as useful as possible online, as much information as possible should be attached to each item.

Further information on metadata standards when digitising can be found in Module 2 of the Culturenet Cymru Digitisation Guidelines.

### Uploading via the Website

- 1: Log in to your account
- 2: Go to My Account
- 3: Click on 'Add an Item' and the following form will appear:

Browse your files for the item to upload

**Add an Item** **STEP 1**

UPLOAD YOUR ITEM    ITEM DETAILS    COMPLETION

**Adding your items to The People's Collection Wales couldn't be easier**

Adding your items to The People's Collection Wales couldn't be easier. Simply browse to the file that you wish to upload. There is further information that we'd like you to provide, as it helps us with the moderation process, but this isn't essential at this stage.

Your Item

If you are uploading a large file, [click here](#) to use our uploader with progress bar.

If you are just adding text [click here](#) to enter this directly

When you're happy, click **upload item** to proceed

#### 4: Adding information

Once you've clicked "Upload Item" the following window will appear. Here you can add information to the item. Note that the system automatically takes the title from your filename so you need to change this.

There is an example of how this should be filled on **page 19**

#### TITLE

**NOTE:** This will automatically use the filename – you need to change it

#### DESCRIPTION

Any additional information

#### TAGS

The screenshot shows a web form for adding information to an item. At the top, a message reads: "Thank you for adding your item. If you would like to add or edit some information before submitting it for moderation, please do so now." Below this, there are three main sections: "Title", "Description", and "Tags".

- Title:** A text input field contains "GTJ83385". A purple arrow points from the "NOTE" text to this field. To the right is a "+ BILINGUAL" button.
- Description:** A rich text editor with a toolbar (bold, italic, underline, link, source, image) and a large empty text area. To the right is a "+ BILINGUAL" button.
- Tags:** Two text input fields. The first is labeled "(English)" and the second "(Cymraeg)". To the right is a "- BILINGUAL" button.

## 5: Copyright Information

On the same page it is necessary to add information relating to the rights associated with the item. No item can be uploaded to the site without the contributor first agreeing to the Terms of Use and to licensing the item under the Creative Archive Licence.

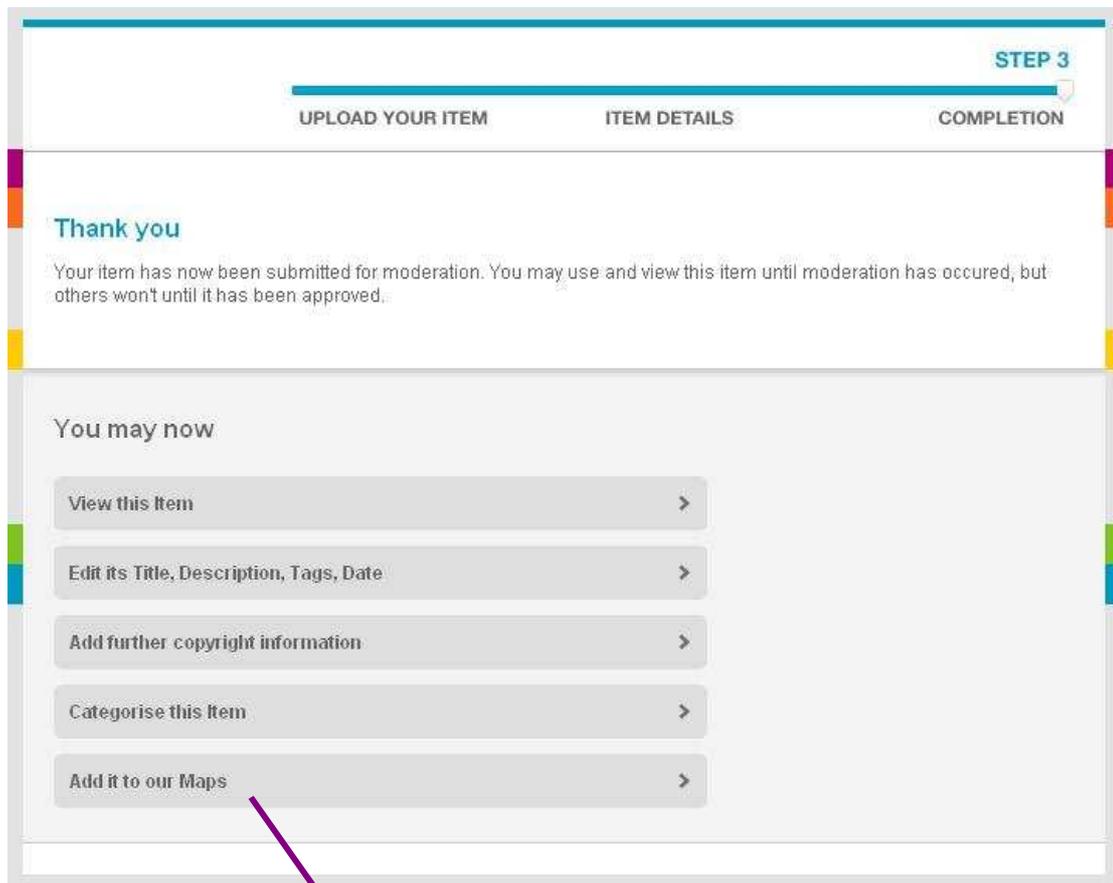
Other information can also be added as shown below:

The screenshot shows a 'Copyright Information' form with the following elements:

- Terms of Use and Privacy:** A checkbox labeled 'I accept the [Terms of Use and Privacy](#)'. A callout box points to this checkbox with the text: 'You must agree to these terms before the items can be uploaded'.
- Creative Archive Licence:** A checkbox labeled 'I have the right to upload this material and I have the right to allow others to use it under the [Creative Archive Licence](#)'. A callout box points to this checkbox with the text: 'You must agree to these terms before the items can be uploaded'.
- Who created this item?:** A dropdown menu with 'If more than one person' selected, and an 'Unknown' checkbox.
- Is there anything else we should know?:** A text area with a language dropdown set to '(English)'. A callout box points to the text area with the text: 'Acknowledge other rights holders or give thanks for permissions'. The text inside the text area reads: 'Reproduced by kind permission of the Estate of John Jones and The National Library of Wales.' A '+ BILINGUAL' button is located to the right of the text area.
- Submit Button:** A 'SUBMIT ITEM FOR MODERATION' button at the bottom right.

When you're happy,  
Submit the Item for  
Moderation

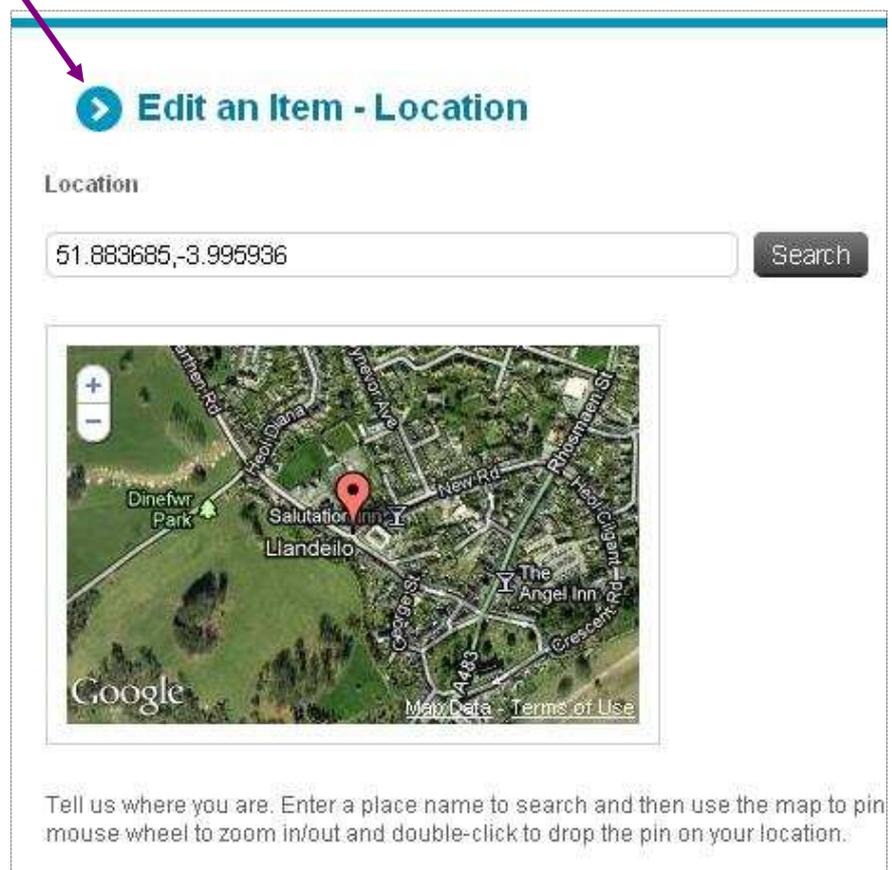
Once you have submitted the item for Moderation, you can add further information to it during Step 3:



### Add it to our Maps

Geo-locate the item where it is most commonly associated using a simple mapping interface. Just double-click to pinpoint the location.

This is particularly important if you want to use items to create a Trail on the site.



## Add the item to a Collection or Group

If you have already created a Collection or Group, you can add the item quickly and easily before it is moderated by going to 'Categorise this Item'.

### Edit an Item - Categorise this Item

Add to Collection:

<b>1 items selected</b>	<b><u>Remove all</u></b>	<input type="text"/>	<b><u>Add all</u></b>
Images of Dinetwr Castle		Talley Abbey	

Select the collection from the right column and double-click so that the item is added to the collection

## EXAMPLE

Here is an example of the kind of information that could be added to an item

<b>Title</b>
A meaningful title which tells the user what the item is. It should answer who, what, where, when as effectively as possible.  Note: The website automatically selects the item's filename as a title so this will need to be changed.
<b>Description</b>
This should be any contextual or background information to add to the item. It could also be a transcript of text that is difficult to read. The more information associated with an item, the more valuable it becomes to the user.
<b>Tags</b>
Words associated with the item that will aid the search process.

Thank you for adding your item. If you would like to add or edit some information before submitting it for moderation, please do so now.

*(English)* Welsh Language Society's first protest, 7 January 1963 + BILINGUAL

Description  
*(English)* + BILINGUAL

**B I U**  Source 

Cymdeithas yr Iaith Gymraeg was established in August 1962 at a meeting held during the Plaid Cymru Summer School in Pontarddulais. The society held its first official protest on 2 February 1963 in Aberystwyth. Some 40 members and supporters sat in the middle of the road on Trefechan bridge, stopping the traffic for half an hour.

Tags:  
*(English)* Language, society, protest, Aberystwyth, Trefechan - BILINGUAL

*(Cymraeg)* iaith, cymdeithas, protest, Aberystwyth, Trefechan

## Uploading Content to People's Collection Wales: Bulk Upload

If you are thinking about contributing a large number of items to People's Collection Wales, we may be able to help.

If you have already digitised the items, contact Culturenet Cymru to discuss how they could be bulk uploaded. This could either be using a API key or through a connector developed by CNC. We can discuss options with you or your IT department or expert to find an effective solution to transferring the content.

If you haven't yet digitised your items, get in touch to discuss how to go about planning your digitisation so that it can be contributed quickly and effectively. We have created a template spreadsheet which contains all the necessary fields for uploading content to the website. Using this during the digitisation process will enable your content to be added to People's Collection Wales quickly and easily.

Get in touch for a copy of the spreadsheet and advice about how to take advantage of this service. Email [digido@culturenetcymru.com](mailto:digido@culturenetcymru.com) for more information.

## Further Benefits

In addition to providing a free platform for your content, there are other benefits to becoming involved in People's Collection Wales:

1. If you're a repository, community group or society, you can get a public profile which draws together all your content on the site and also lets you share information about you – location, opening times, contact details etc. A mini website within People's Collection Wales.



2. People's Collection Wales is also able to provide you with statistics about your content on the site; how many views an item has had or how often it has been re-used in a collection or story. This can be valuable when reporting on the effectiveness of online content to managers or funders.

3. It could enhance your collections. People's Collection Wales is keen to increase interaction with the site and its contents. By developing calls to action to encourage contribution from the public, it might be possible to find new items or find out more information about existing items – the who, where or why that you've never been able to answer.

## Is there any financial assistance available?

CyMAL grant funding can be used for bodies within the museums, archives and libraries sector wishing to create content for People's Collection Wales. These grants are designed to encourage both the creation of content and the involvement of volunteers within the sector. Check the CyMAL website for up-to-date information about grants programmes.

Also, PCW can provide those applying for grants from e.g. the Heritage Lottery Fund, with the ideal platform to publish their content and avoids the need to create a new website. PCW provides stability and a longer-term guarantee that the infrastructure will remain in place for several years.

If you are preparing a bid for funding, get in touch to see how People's Collection Wales could help with your project.

## Culturenet Cymru's Digitisation Guidelines

If you would like a copy of the Digitisation Guidelines mentioned in this document, please contact [digido@culturenetcymru.com](mailto:digido@culturenetcymru.com)

Copies are available bilingually for Photoshop CS, Photoshop Elements 7.0 and GNU Image Manipulation Program (GIMP).

Equipment is also available for loan from Culturenet Cymru for the creation of content for People's Collection Wales. Email for more information.