
Aims and Objectives of the Day

- To provide an opportunity for DPC Members to have input into the DPC Work Programme.
- To finalise detailed aspects of the DPC Workplan for 04/05 and beyond.
- To agree on the major objectives and framework for the UK Needs Assessment.
- To review existing ongoing events and activities.
- To clarify the relationship between the DCC and the DPC.
- To discuss the DPC structure and determine a course of action with regard to establishing working groups, steering groups, retaining existing members and attracting new members.

Gill Joy welcomed everyone to the DPC Planning day and reminded delegates that this was an opportunity to reflect on progress to date and also to chart a way forward as the DPC reaches a key stage in its development. The morning session focussed on a series of presentations followed by plenary discussion. Following a summary of key points discussed, and a final presentation, delegates participated in three breakout groups in the afternoon, focussing on three major aspects of the workplan for the rest of 2005 and beyond.

Presentations are linked directly from the appropriate section of the report. The first presentation provided an overview of the DPC Workplan for 2004/05 and beyond. There are three key initiatives for this planning year and next:

- The 2005 Digital Preservation Award, which will be presented at an event in November 2005 (a Committee will shortly be established to oversee this and participate in the screening and judging process).
- Development of a JISC funded training programme, in collaboration with Cornell (planning has already commenced, a pilot will be scheduled towards the end of 2005 calendar year)
- The UK Needs Assessment, a major piece of work which has been proceeding in stages but now needs to be completed. This is one of the three subjects for further discussion at the Planning Day.

A presentation by Maggie Jones and Duncan Simpson on the UK Needs Assessment, described the work done to date, and emphasised that this is a key priority for the DPC and one with the potential to achieve much in terms of progressing the digital preservation agenda in the UK.
A presentation on DPC Events and Activities summarised DPC Forums and training events to date and suggested taking a fresh look at how these might evolve to ensure they continued to meet a wide range of members’ needs. Peter Burnhill and Maggie Jones gave the final presentations on the morning, looking at the DPC and DCC from the perspective of each. Delegates then discussed the overlapping roles of the two organisations and the need to work closely together.

The afternoon session commenced with a presentation on the DPC Membership Structure and the results of a consultation exercise, before dividing into three breakout groups. A summary of the key points raised in the breakout groups and plenary discussion is given below:

1. UK Needs Assessment

Key issues arising from discussion:

- The primary objective should be in gathering facts and figures (some discussion of how comprehensive/precise the latter can be/need to be)
- Needs to delineate which issues are common to all/which are unique to each sector
- Needs to articulate what capacities are needed, i.e. storage space, and what training needs are required.
- It is helpful to use a recognised methodology to convince funders that the approach is professional [Note: the JISC funded DAAT project is exploring whether the methodology used for assessing preservation needs of non digital materials can transfer to digital materials. It will be completed in 2006].
- The UKNA needs to aim to:
  - raise the profile of digital preservation via the media
  - engage decision makers at middle and top levels
  - change the behaviour of data creators
  - influence DPC members so they have a better understanding of their own needs for investment
  - be reusable for several purposes
- Risk assessment is a good approach, likely to appeal to a wider audience than digital preservation.
- Invest to save arguments are useful. Digital preservation needs to be linked to good governance and building digital preservation into risk assessment tools should be pursued.
- Risk assessment is a complex exercise, occurring at several different levels. It will be necessary to find the right level for digital preservation.
- Useful to look at other successful models, where reports have led to further action (e.g. People’s Network).
- Who are the consultants who are able to support this high level lobbying?
- Good business continuity planning is crucial and this is a key message.
- The UKNA should build on other developments/requirements, e.g. electronic health records; information commissioners; freedom of information/data protection; local government; commercial (note: these should also be regarded as potential targets for DPC Membership, see also group 3, Membership Structure and Marketing.
- Politicians are interested in issues affecting their constituents, so themes likely to be of wider popular interest would be helpful, e.g. digital photography, use of libraries and archives, downloading music/media files etc.
- DPC needs to start taking the messages from UKNA into the summer conference season (i.e. before the report is completed)
- The report needs to be succinct but also providing in-depth analysis (c. 30-40pp) with strong, persuasive arguments further supported by appendices, as necessary.
- The report must align itself with the government agenda and policy areas, and also take account of the UK Presidency of EU.
- There will need to be a DPC peer review/working group established to oversee development of ITT and progress of the project.
- Timeframe is critical, needs to be completed by the end of the calendar year, preferably by Autumn 05.
- The UKNA won’t be confined to a single event. It will need to be supported by preparatory strategies before the report is completed and also continue after the launch.
2. DPC Events and Activities
Key issues arising from discussion:

- Themed Forums work well.
- Need also to vary the formats. Some need for a general overview of current developments, other more engaged, tightly focussed seminars enabling brainstorming/sharing of ideas.
- Need to market events carefully to ensure they reach the right audience, i.e. differentiate between outreach vs community support.
- There is a need for more specialised events for members to come together (formally or informally) in small groups where they can identify an area of exchange of expertise – e.g. covering specific technical issues, critiques of projects/developments – build on “club” where members can get advice/information not readily available elsewhere.
- The notion of satellite events is helpful, e.g. an event in Scotland relating to specific events/developments/issues there.
- Events should be used to kick-start new DPC groups (e.g. UKWAC)
- Extension of DPC Speaker resources to include specific issues DPC is addressing would be helpful.
- Travelling workshops would be useful (though also acknowledged as resource intensive).
- Need a formal pricing policy for DPC Forums (e.g. DPC members are allocated a fixed number of free places p.a.)
- DPC events need to take account of other, related activities (e.g. Conference for end of JISC funded LIFE project, first quarter of 2006, EU Presidency event, last quarter of 2005).
- Events should be linked to the PR campaign.
- Need a small sub-group to act as back-up/sounding board for DPC secretariat.

3. DPC Membership Structure and Marketing
Key issues arising from discussion:

- Need to get beyond the DPC representative and reach others within member organisations.
- Need to undertake gap analysis - likely players we know of, who need to be involved. Examples discussed included Trade/professional associations, RCUK, BCS, SoA, Royal Statistical Society, English Heritage, other media preservers, vendors (? There were differing views here).
- Need to use different language for different communities if we are to engage their interest.
- It is essential to retain the ethos of the DPC (members are collectively helping to solve the problem).
- Need to establish a small marketing group to develop strategies for reaching different markets.
Related decisions from Board meeting of 10 February:

- Need to commission DPC consultancy to scope the potential for DPC membership from the commercial sector, taking account of potential implications.
- Board members will take responsibility for different sections of the list of DPC stakeholders, with a view to helping to maintain the list over time and also helping to identify potential new members/people we need to engage with.

Overview of the Day

Gill Joy summarised the day as reflecting the maturity of DPC operations, having to deal with more complex operations and interface with other initiatives in “mainstream” information lifecycle management. The DPC was now focussed on turning advocacy into action. UKNA is the key to enabling other activities and lobbying funders. We are trying to “join up” different strands of DPC activities, and there is already good potential for linking events and PR, e.g. UKNA, and marketing. Lots of ideas and potential have been explored on the planning day and there is a need to allocate small groups to ensure the momentum is not lost. DPC representatives can volunteer themselves, or nominate a colleague from their organisation. There is a need to work on key messages which will reach priority new member targets and an associated plan of action. Almost all discussion agreed that the commercial sector is important and there is a need to plan to test some approaches. It will be important to feed back the results of the planning day to the membership so they can understand where the DPC is heading and appreciate the strengths and value of the current Coalition. Cross community involvement is already taking place and needs to be built on and extended.
### DPC Planning Day

**Wednesday 9th February 2005, the Innovation Centre, York Science Park, University of York**

#### Delegate List

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<tr>
<th>Name</th>
<th>Organisation</th>
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<tr>
<td>Kevin Ashley</td>
<td>ULCC</td>
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<td>Simon Bains</td>
<td>National Library of Scotland</td>
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<td>Neil Beagrie</td>
<td>JISC/BL</td>
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<td>Lynne Brindley (Chair of DPC Board)</td>
<td>British Library</td>
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<td>Jane Brown</td>
<td>National Archives of Scotland</td>
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<td>Peter Burnhill</td>
<td>Digital Curation Centre</td>
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<td>David Dawson</td>
<td>MLA</td>
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<td>David Giaretta</td>
<td>CCLRC</td>
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<td>David Glover</td>
<td>The National Archives</td>
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<td>David Hunter</td>
<td>National Library of Scotland</td>
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<td>Maggie Jones (Secretary)</td>
<td>DPC</td>
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<td>Gill Joy (facilitator)</td>
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<td>William Kilbride</td>
<td>ADS</td>
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<td>Mike Mertens</td>
<td>CURL</td>
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<td>Ronald Milne</td>
<td>University of Oxford</td>
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<td>Kieron Niven</td>
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<td>Chris Rusbridge</td>
<td>Digital Curation Centre</td>
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<td>Helen Shenton</td>
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<td>Duncan Simpson</td>
<td>Consultant</td>
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<td>Gerry Slater</td>
<td>PRONI</td>
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Delegates at the DPC Planning Day

Back row, l to r
David Giaretta, CCLRC; Neil Beagrie, BL/JISC; Chris Rusbridge, DCC; Kieron Niven, DPC; William Kilbride, ADS; David Glover, TNA; Gerry Slater, PRONI; Duncan Simpson, consultant

Middle row, l to r
Peter Burnhill, DCC; Ronald Milne, University of Oxford; David Dawson, MLA; Mike Mertens, CURL; David Hunter, NLS; Jane Brown, NAS; Helen Shenton, BL; Simon Bains, NLS; Kevin Ashley, ULCC

Front Row, l to r
Maggie Jones, DPC; Lynne Brindley, BL; Gill Joy, ESYS