Appendix 1: RAMM's Open Access Strategy

Open Access Statement

Since RAMM's foundation in 1868, it has had a commitment to giving public access to its collections. Today the museum seeks to to 'enhance people's quality of life' through providing a 'place of discovery' which connects people to 'local and global collections' in the hope they are inspired to 'shape a better future'.

We believe that open access (see FAQ below for definitions) allows the museum to fulfil its key purpose. Adopting an open access approach will let users access digitised collections and contribute to the rich cultural heritage of Exeter, regardless of their location. We want people to be inspired, informed and entertained by the museum's collection and to use it to foster individual creativity. We recognise the importance of providing knowledge and information to the public to advance our mission and to unlock new cultural discoveries.

Steps to implementing RAMM's Open Access Strategy

In 2023, RAMM piloted an exploratory open access initiative which put a selection of digitised works into the public domain through Wikimedia Commons under the Creative Commons Zero (CC0) licence. (see Appendix 3 for details) This provides users with the ability to use medium-resolution digitised works for any purposes. For instance:
- Educational Matters
- Community Projects
- Non-Commercial Use

Based on the success of this trial and subject to council adopting the recommendations of the report 'Public Access to Images of RAMM's Collections' we will extend open access at RAMM by:

- Producing an explanatory Frequently Asked Questions Guide to Open Access (attached).
- Creating a clear differentiation between in-copyright and public domain works.
  - Once this differentiation has taken place RAMM will apply the CC0 Public Domain Dedication to digital copies of works that are in the public domain.
- Seeking permission to amend ECC's Fees and Charges document to enable differentiation between high and medium resolution images, with RAMM to retain high resolution images for commercial purposes and make medium resolution images of public domain works available free of charge (e.g., at least 300 dpi when printed at A5). This would only impact the less lucrative options of image licensing.
- Continuing to retain the services of third parties including:
  - Bridgeman Art Library for income generation through licensing high resolution commercial images;

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  - Lebrecht and Art UK as a source of revenue from digital assets through both licensing and print-on-demand services.
- Releasing batches of medium resolution images (300 dpi when printed at A5) from the collections held by RAMM that are in the public domain. The images would be available free of charge on RAMM's collections website (rammcollections.org.uk) as well as on image repository sites. Users would be encouraged to attribute the images to RAMM/ECC and be provided with a citation that can be copied and pasted when doing so. These image repository sites include:
  - RAMM Collections Explorer;
  - South West Collections Explorer;
  - Wikimedia Commons;
  - Flickr Commons.
- The use and re-use of the images will be monitored to track how widely they are presented. This would be a continuation of RAMM's Wikimedia Trial. The methods of monitoring include:
  - The creation of category pages on Wikimedia Commons that link to the collection type and RAMM;
  - The BaGLAMa Tool created by Wikimedia labs that aggregates page view numbers for pages on Wikipedia containing Commons files from the created categories;
  - The use of Reverse Image Search Engines, such as Tineye, to track where and how the images appear online after being uploaded to Wikimedia Commons;
  - Google Analytics to identify the number of referrals to RAMM's pages from Wikimedia sites in order to establish whether the image upload has led to an increase in website views;
  - Analysis of RAMM's image licensing to identify whether the upload of images to Wikimedia Commons has increased image licensing revenue.
- RAMM would solicit donations at the point of image download as well as elsewhere on both the main RAMM website and RAMM's Collections Explorer site.
- Discrete batches of public domain works would be selected for release, authorised by the Museums Manager and Cultural Lead and the Portfolio Holder

Frequently Asked Questions:

Questions can include the following:

What is Open Access?
Open access refers to work that is free from copyright protection. As a result, the work is in the public domain. This means that anyone can use the digitised work for any purpose they wish without having to pay a fee or obtain permission.

Why Open Access?

Making collections open access has the following benefits:
- **Education**: open access provides the opportunity to educate a wider or global community on cultural heritage.
- **No Geographical Restrictions**: open access allows users to interact with digitised collections regardless of their location. This allows further exposure to digital collections in different regions of the world.
- **Reputation**: adopting more open access approaches could make ECC/RAMM a leader in open GLAM for organisations in the UK.

How to Identify Open Access Images?
All items that are open access can be identified by the following icon:

What title is the formal title of CC0?
The formal title that dedicates work to the public domain is: CC0 1.0 Universal (CC0 1.0) Public Domain Dedication.

What is Creative Commons?
Creative Commons is an international non-profit organisation that issues licences and public domain tools which provide every individual and organisation across the globe a standardised way of permitting copyright permission for their work. Their mission is to help address the challenges in today's world by removing legal barriers to knowledge and creativity.

My rights with Open Access?
The great benefit of open access is that you can use the item for any purposes, including commercial and non-commercial uses. This means you can **download, distribute, copy t**he item as you please.

Please note that any patent or trademark rights are not affected by CC0.

Can I share Open Access images on social media?

Yes. Any work that is open access and in the public domain can be shared on social media. You will not have to provide RAMM with any credit or attribution, but we would love it if you tagged us in the post!

Can I use RAMM's Open Access content for commercial purposes?
Yes, you are allowed to use any item that is CC0 for commercial use. As such, RAMM will not require prior permission or fee for the use of the digitised work. However, please note that CC0 does not mean there are no trademark or patent rights for the work. It is your responsibility to ensure you abide by any third-party rights.

A certain Image does not have CC0, what does this mean?
Some of our collections will not be in the public domain. This means that they will be copyright protected and restrictions apply for the use of the images.

Other licences that may be seen across our collections are:
- **CC BY**: This licence provides users the right to 'distribute, remix, adapt and build' upon the work, as long as credit is given to the creator.
- **CC BY-SA**: This licence allows users to 'distribute, remix, adapt, and build' upon the work, as long as credit is given to the creator. However, where adaptations are derived from the original work, they must be made available under the same licence terms.

Please refer to the relevant [Common Creative Licence](#) to see what restrictions apply.

When will you release more open access images?
We are constantly working hard to release more images for you to explore. Images we release in the future will depend on when the items are researched and digitised before being published on our collections page.

Whilst we are committed to producing Open Access to appropriate parts of the collection, our work is dependent on your support for us as a museum and for our digitisation programme. Please consider [making a donation](#) to support our ongoing work.

UNDERSTANDING OPEN ACCESS

Creative Commons Zero (CC0) is issued by the Creative Commons, and states "no rights reserved". This means any previous rights to the work has been waived, in-turn allowing people to use the work for any purposes without any constrains.

How do I identify open access images?
Any Open Access work will be identified by the icon: Ⓞ

What are my rights with open access work?
You can use the work for commercial and non-commercial uses. This means you copy, modify, and distribute the work.

Do I have to provide a fee?
Any work that is CC0 is free to use regardless of whether it is for commercial or non-commercial purposes.

Do I have to cite the works I use?
Using works that are CC0 will not require you to obtain permission before using. But, we would love it if you tagged us on any work you use for social media.

Where can I find more information on Open Access?
There is an endless amount of information on open access. For a simple understanding we suggest you start with the Creative Commons website: https://creativecommons.org/share-your-work/public-domain/cc0/

References
Creative Commons: https://creativecommons.org/share-your-work/public-domain/cc0/
Creative Common CC0:
https://creativecommons.org/publicdomain/zero/1.0/