

1. RAMM’s Open Access Strategy

Name of museum: Royal Albert Memorial Museum and Art Gallery (RAMM)

Name of governing body: Exeter City Council

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1 Introduction:

1.1 This document outlines the Royal Albert Memorial Museum’s (RAMM) open access strategy for digital surrogates of objects in RAMM’s collections.

2 Purpose

- 2.1 RAMM's open access vision is to make our public domain collections available to everyone for research, inspiration and enjoyment. The aim of this strategy is to ensure the wider public awareness and long-term preservation of RAMM's collections. We recognise the importance of providing knowledge and information to the public to advance our mission and unlock new cultural discoveries. Releasing RAMM's public domain collections using the [CC0 1.0 Universal Public Domain Dedication](#) will improve discoverability and in turn raise the profile of RAMM.
- 2.2 Making collections open access will have the following benefits:
- **Education:** open access provides the opportunity to educate a wider and even global community about the cultural heritage at RAMM.
 - **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 open access approaches positions the Exeter City Council and RAMM to act as leaders on open GLAM (Galleries, Libraries, Archives and Museums) for organisations in the UK.
- 2.3 This new strategy aligns RAMM with other heritage organisations and funders who have implemented open access policies in recent years.

3 Scope

- 3.1 RAMM follows the guidance from the [Intellectual Property Office](#) (IPO) by recognising no copyright arises in faithful 2D reproductions of 2D objects which are no longer protected by copyright. We consider these surrogates to be in the public domain. While we release these materials as openly as possible, many other items are affected by copyright, contractual rights or other considerations that limit their use beyond our website.
- 3.2 This open access strategy applies to RAMM's medium resolution public domain collections. As RAMM works to clear copyright, the Images will be released in batches until the entire collection is released in full. Open access images are released at a minimum of 300 dpi when printed at A5. This decision enables a wide range of use free of charge, including commercial use. Higher resolution images remain available to licence through [Bridgeman Images](#). Prints of RAMMs images can also be purchased from [ArtUK](#).
- 3.3 RAMM has applied the [CC0 1.0 Universal Public Domain Dedication](#) to digital surrogates of works which are in the public domain, where appropriate. To the extent that any rights arise in images, including any related and neighbouring rights, RAMM has waived those rights under copyright law, worldwide, to the greatest extent permitted by law. RAMM's public domain images are available to see and download from [RAMM's online collections](#), [the South West Collections Explorer](#) and [Wikimedia Commons](#).
- 3.4 While RAMM continues to digitise collections, there is a large number of public domain objects for which we do not yet hold digital surrogates. If you would like an image of an object that has not yet been digitised, please contact us by e-mail at holly.carter-chappell@exeter.gov.uk. Please bear in mind that we may need to charge digitisation costs for new photography requests. However, these new digitisations also will be subsequently released to the public domain for others to enjoy.
- 3.5 For images released as CC0, we request that users credit the Royal Albert Memorial Museum so researchers and other users can identify the source of the material. For an example of an appropriate attribution statement see example below.

[St. Sidwell's Church, Exeter, after the Blitz, 1943, by Olive Wharry, Royal Albert Memorial Museum and Art Gallery, CC0.](#)

- 3.6 For online use, please link back to the source webpage for the asset. For more information on the appropriate use of public domain works, we recommend [Europeana's Public Domain Usage Guidelines](#).
- 3.7 As part of this strategy, any original outputs or research data created by employees of RAMMs will be released open access under the [CC BY SA 4.0 International licence](#) wherever possible (see below for more information on Creative Commons licences and tools).

4 Responsible Party

4.1. Collections Team Manager (Julien Parsons - julien.parsons@exeter.gov.uk).

5 Statement

5.1 Since its foundation in 1868, RAMM has been committed to providing public access to its collections. Today, RAMM's mission seeks 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'](#).

5.2 We believe that open access enables RAMM to fulfil its central purpose. Adopting open access lets users access and use 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.

6 Procedure

6.1 To find open access images of RAMM's collections, please visit any of the following websites:

- [Royal Albert Memorial Museum Online Collections](#)
- [South West Collections Explorer](#)
- [Wikimedia Commons](#)

Please contact francesca.farmer@exeter.gov.uk if you have any questions.

7 Terminology

- 7.1 **Open access:** Open access refers to materials that are free to access, use, modify and share, subject at most to conditions that preserve provenance and openness. Whenever possible, we publish materials using the CC0 and CC BY licences, which permit anyone to use them for any purpose without having to pay a fee or obtain permission.
- 7.2 **Public domain:** Public domain conveys an absence of copyright or similar restrictions on use. Not all of our collections are in the public domain. However, when they are, we do not claim new copyrights in their digitisations. We use CC0 to release digital surrogates of our public domain collections.
- 7.3 **Digital collections:** Digital collections refers to the range of content produced during the digitisation and management of physical collections, and may include data, metadata, paradata, text and images (i.e., digital surrogates).

8 Tools and Services

- 8.1 **Creative Commons:** [Creative Commons](#) is an international non-profit organisation that issues copyright licences and public domain tools which provide every individual and organisation across the globe a standardised way of providing up-front copyright permissions to use their works. Their mission is to help address the challenges in today's world by removing legal barriers to knowledge and creativity.
- 8.2 **Wikimedia Commons:** [Wikimedia Commons](#) is a media file repository making available public domain and openly licensed educational media content (images, sound and video clips) to everyone, in their own language. Unlike traditional media repositories, Wikimedia Commons is free. Everyone can copy, use and modify any content and files contributed to Wikimedia Commons, so long as they follow the terms specified by the author. At most, this may mean crediting the source and author(s) appropriately ([CC BY](#)) and releasing copies/improvements under the same freedom to others ([CC BY-SA](#)). Many contributions to Wikimedia Commons are in the [Public Domain](#) or released as [CC0](#). The licence conditions of each individual media file can be found on their description page.

8.3 **BaGLAMa2:** [BaGLAMa2](#) is an online tool created by Mangus Manske that tracks pageviews for Wikipedia article pages that contain images drawn from Wikimedia Commons categories and other Wikipedia sites. This tool allows users to freely analyse the reach of GLAM collection images on Wikipedia.

9 FAQs

9.1 How do I Identify Open Access Images?

As we update we aim to identify open access items by the following icon or button. Whilst this work is ongoing, please visit [RAMM's Wikimedia Commons images](#) to see which are out of copyright.



9.2 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.

9.3 My rights with Open Access?

The great benefit of open access is that you can use open materials for any purposes, including commercial use. This means you can **download, distribute, copy** the item as you please. Please note that any patent or trademark rights are not affected by CC0.

9.4 Can I share Open Access images on social media?

Yes. Any work that is released as open access can be shared on social media. You need not provide RAMM with any credit or attribution, but we would love it if you did or tagged us in the post!

9.5 Can I use RAMM's Open Access content for commercial purposes?

Yes. You may use any item released as open access for commercial use. As such, RAMM does not require prior permission or a fee payment for the use of open access digital surrogates.

9.6 A certain image does not have CC0, what does this mean?

Some of our collections are not in the public domain. This means that they are protected by copyright and restrictions apply to 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 visit the [Creative Commons](#) website to learn what restrictions apply.

9.7 **When will you release more open access images?**

We are working hard to constantly release more images for you to explore. Which images we release will depend on when the items can be researched and cleared of copyright or digitised before being published to our collections website.

Whilst we are committed to expanding open access to 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 this ongoing and costly work.

10. Notice and takedown policy

10.1 RAMM aims to ensure all information, photos, video and audio content on the website is accurate and up to date. Where photos of identifiable individuals are used permission has been granted for RAMM to use those images.

10.2 If you believe any information or other content is:

- Inappropriate;
- Subject to third party copyright or an allied legal claim;
- Infringes your copyright or other rights

10.3 Please contact RAMM using the [contact form](#) and your message will be acknowledged in ten working days.