

Kent **IDEAS**FACTORY Live

Project specification

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1. Introduction

1.1 Document purpose

This document details the design, functional, content and technical specification of the *Kent IdeasFactory Live* project. It gives information on:

- Project aims and background
- Target audience
- Site design and structure
- Site content
- Project participation

1.2 Project overview

The *Kent IdeasFactory Live* project will deliver an online resource for both teachers and students that engages young people in creating and publishing multimedia websites and promotes the understanding, use and benefits of using ICT in a classroom setting.

Teachers and students will be able to participate in the project through an online competition.

Success of this project will be determined in part by the level of participation of teachers and students in the competition, and the quality of feedback from participants.

The theme of the *Kent IdeasFactory Live* project is ideas: scientific, technological, social and artistic. The challenge for teachers and students from participating schools will be to create multimedia websites that communicate about brilliant and controversial ideas. Participating schools will have the opportunity to enter students' work into a competition. Entries will be judged against defined criteria likely to include:

- Creative approach
- Content
- User experience
- Effective use of multimedia

Creators of the best website/s will win prizes for their school and for themselves and have their work published on the *IdeasFactory Live* website. Other potential prizes include a work placement at a local new media company, and the opportunity to visit the set of T4, a popular Channel 4 television programme. Precise details of competition prizes will be determined by 4Learning prior to the competition launch in Spring 2003.

A *Kent IdeasFactory Live* project website will be developed to support, guide and deliver the competition. The website will feature:

- Competition information
- Student toolkit
- Teacher toolkit

See section 6.0 Site Content

1.3 Key partners

The *Kent IdeasFactory Live* project is a Channel 4 (4Learning) commission, working in partnership with the Institution of Electrical Engineers (IEE) and Kent County Council (KCC).

- **4Learning's project aims are:**
 - To provide a learning resource about best practice in web design
 - For visitors to the IdeasFactory website.
 - To publicise the IdeasFactory website to a 14 + audience
- **Kent County Council's project aims are:**
 - To provide learning opportunities outside of the classroom through ICT
 - To support teachers to develop their use of ICT in the curriculum
 - To enable young people in Kent to find out about careers in multimedia
 - To encourage young people to think about a career and opportunities in multimedia
 - To be involved in an initiative with national profile

- **Institution of Electrical Engineers (IEE) project aims are:**
 - To raise the visibility and profile of electrical, manufacturing and information engineering
 - To promote the value of the profession to the wider community
 - To support secondary school science and technology teachers by providing high quality resource and training
 - To educate young people to think about a career and opportunities in electrical, manufacturing and information engineering
 - To encourage students to select subjects relating to electrical engineering, particularly maths, physics and design technology

2. Project aims and objectives

The overall aim of the *Kent IdeasFactory Live* project is to encourage teachers and young people to use multimedia technology as a key part of the learning process.

The project objectives are:

- To engage young people to learn about, create and publish multimedia work, regardless of ability or technical background.
- To encourage teachers to use ICT to develop innovative learning projects across the curriculum
- To raise awareness of the range of careers in multimedia - in particular the role of electrical, manufacturing and information engineers in the creative industries

The project will involve teachers in participating schools in the development process to ensure that the resource created will serve the needs of teachers and students, and work to enhance learning in a classroom setting. Following the pilot stage, the intention is to roll out the initiative and encourage schools and *IdeasFactory* site users across the country to access and use the resource.

3. Target audience

The target audience for the project includes:

- **Teachers**

Kent-based secondary school teachers, teaching Key Stage 3. The project is likely to appeal to:

- Teachers who are new to using ICT
- Teachers interested in career progression
- Newly Qualified Teachers (NQTs)
- Teachers looking for new ways to teach specific areas of curriculum
- Teachers who want to develop links between schools, students and local new media businesses

We will work with participating schools to identify which teachers from each school should be involved. At this stage we anticipate the involvement of an IT teacher and a subject-based teacher from each school.

Following the pilot stage, the aim is to launch the project on a national scale and appeal to teachers nationwide.

- **Young people**

Kent-based secondary school students in Year 9. The project is likely to appeal to:

- Young people who want to develop multimedia skills
- Young people interested in a career in multimedia
- Young people interested in the design of multimedia learning materials
- Young people who want to design and build their own website
- Young people who enjoy presenting their work in innovative ways

Following the pilot stage, the aim is to launch the project on a national scale and appeal to a wider 14-24 age range.

4. Learning context

The *Kent IdeasFactory Live* project will be designed primarily for use in a school setting. A number of options exist around how it could be delivered by participating schools. Each participating school will select the most appropriate delivery setting:

- **In the classroom**

Teachers could use the project as an effective means of delivering the National Curriculum, opening up new approaches to subject areas and key skills. The project will initially piloted in the Science, Design, and Technology curricula. However, we recommend that schools be given the flexibility to involve other areas of the curriculum in the project e.g. ICT, Art etc. because limiting the scope may impact on schools' ability to be involved.

- **In an out-of-hours school club**

Consultations with teachers identified that it may not be possible to incorporate the project into a classroom setting. In such circumstances we would suggest introducing the project to an extra-curricular club e.g. computer or media club.

- **At home**

Teachers could use the project to support delivery of the curriculum outside of the classroom as part of student's homework.

5. Incentives

Incentives for involvement in the *Kent IdeasFactory Live* project for participating schools, teachers and students will include:

- **For schools**
 - Raising school profile
 - Helping achieve specific status e.g. technology, beacon etc.
 - Winning the competition
 - Publicity around the school's involvement in the project
- **For teachers**
 - Training in using ICT
 - Learning the value of using ICT to encourage learning
 - Career progression
 - Winning the competition
- **For students**
 - Learning how to create and publish multimedia content
 - Adding to students' Record of Achievement
 - Winning the competition
 - Enjoyment

6. Site content

The core content areas of the *Kent IdeasFactory Live* website will include:

- Competition information
- Student toolkit
- Teacher toolkit

6.1 Competition information

This section will focus on the competition associated with the *Kent IdeasFactory Live* project and will be targeted at competition applicants. Information provided will include:

- **What is the competition**

Brief description about the competition, target audience, aims, objectives, and deadlines for entry. The proposed deadline for entry is the beginning of the summer term 2003 with completed entries to be submitted by the end of that term.

- **Who can enter**

The competition will be open to students in year 9 (aged 13-14) at each of the 5 Kent-based secondary schools. Students wishing to participate may enter as an individual or a team, but will only be able to enter the competition once. Students will be required to work with teachers from participating schools to enter their work. (Ref. section Administration). Year 9 has been targeted specifically because this year group is settled within the school and have a period of less structured study following Standard Assessment Tests.

- **How to enter**

This area will focus on communicating what applicants are required to produce to enter the competition. Students will need to create, publish and maintain a multimedia website which engages a young audience (13-19 year olds) and presents the story of a current 'big idea' e.g. genetically modified foods, new contraceptives, the Dyson vacuum cleaner.

- **What we are looking for**

Brief description of what judges of the competition will be seeking in a winning application.

- **Prizes**

Details of prizes associated with the competition.

- **Competition rules**

Details of the rules associated with the competition. For example, who is ineligible to enter, privacy policy etc.

6.2 Student toolkit

This section will present advice, guidance and help on how to create, publish and maintain a multimedia website for the project competition. Information provided will include:

- **Getting started**

This area will help students through the first steps and understand options and processes.

- **Demonstration websites**

We will develop two demonstration sites to inspire participating students and provide examples of best practice in website design and build. The example websites will aim to:

- Provide inspiration for teachers and students considering taking part in the competition
- Demonstrate a variety of different approaches students can apply when developing their own sites
- Display a range of technical and design complexity
- Present different ways of treating content creatively
- Communicate best practice in web design

- **Downloadable website templates**

Some users may not know where to start, so we will provide our demonstration sites for download, which they can adapt for their own needs. We will also provide some empty page templates to help the less experienced users with their first steps. The templates will contain no content as such, but will feature placeholder text and images to demonstrate a variety of the more basic features of HTML (type styling, embedding images, table layout, headings, lists, links etc). Examples of the types of content and design that could be used will be provided in the demonstration sites. (Ref. 6.2 Demonstration websites).

- **Tutorials**

The demonstration sites will also be the starting point for our tutorials. These will consist of annotated versions of the sites linking through to brief tutorials on various aspects of web design. We will focus on the non-technical aspects of the process at an introductory level, covering such areas as:

- Writing content for online reading
- Using hyperlinks
- Designing for different browsers
- User experience design
- Motion design
- Appropriate use of multimedia

As well as linking into the demonstration sites (so users can see the concepts in action), the tutorials will also be available from a subject index so users can jump to a particular area of interest.

In addition to these creative 'walkthroughs', we will include links to appropriate technical resources on the web, to help users in the actual build process, for example:

- Image optimisation for the web
- Basic and advanced layout techniques
- Use of text styles and CSS
- Embedding multimedia in web pages
- Using server-side scripts (e.g. form-to-email)
- Reading and writing cookies

- **FAQ**

This area will highlight frequently asked questions by students relating to the competition.

6.3 Teacher toolkit

This section will give detailed information about the *Kent IdeasFactory Live* project, and offer advice, guidance, and help on how to implement the project in participating schools.

Information provided will include:

- **What is Kent IdeasFactory Live**

This area will provide teachers with background and contextual information about the *Kent IdeasFactory Live* project. This will include:

- Purpose and objectives of the project
- Brief description of the competition
- Details of the project partners

- **Implementation in your school**

Guidance and advice will be provided to support teachers in implementing the *Kent IdeasFactory Live* project in participating schools, including provision of a project implementation template. Options around delivery settings are outlined in section 4 Learning context.

- **Entering students' work**

This area will provide details of how to enter students' work into the competition and guidance on uploading and administering student's content. (Ref. section Administration).

- **Links and resources**

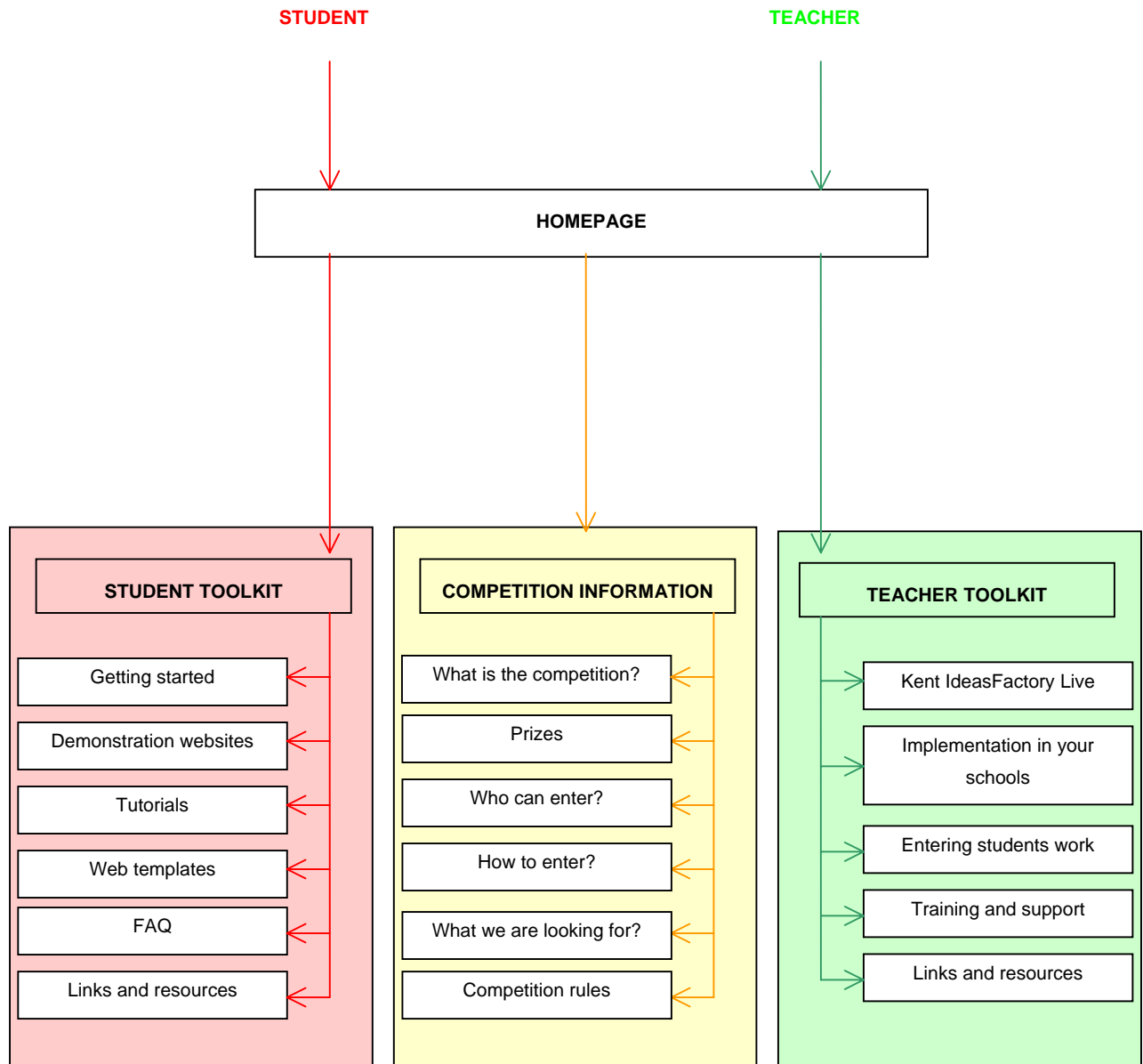
It is important that the *Kent IdeasFactory Live* website is also a gateway to other valuable and credible sources of information. We propose:

- Developing a dedicated links area
- Allowing teachers to recommend a site or resources for possible addition to *Kent IdeasFactory Live* website links and resources area.

- **Training and support**

This area will provide training and support for teachers, including details of training events to support the project (Ref. section 11 Training and supporting teachers) and information on how to administer students' work. (Ref. section 8 Website administration).

7. Content map



KEY:

- GENERAL CONTENT
- STUDENT SPECIFIC CONTENT
- TEACHER SPECIFIC CONTENT

8. Website administration

For the purposes of the pilot, students will not be able to upload files themselves unless supervised by a teacher. Teachers will be responsible for the publishing and administration of students' multimedia work, this is to ensure that site content is monitored and that no inappropriate content is uploaded.

Participating teachers will be given the necessary skills and knowledge to publish and maintain students' work. This will include training in transferring files to the Internet and managing directories. Maintenance of students' work will run for the duration of the project and will end once the deadline for competition entries has been reached. Teachers may wish to wait till students have completed their work and upload once or they may prefer to upload students work in stages. Either way the process is very simple and straightforward.

We will provide hosting space on the server for schools, classes or individuals to upload their sites. The precise nature of what can be stored and the functionality available is subject to discussion, but as a starting point we would propose:

- 10MB of storage space for HTML files, images and multimedia elements
- Access to a shared CGI-bin with pre-written scripts for basic server side functionality. This could possibly be expanded to allow users to have their own CGI-bin so they can write and upload their own scripts or access to an application server so they can use ASP or PHP scripts for example.

What users choose to build and store in their space is almost entirely up to them. If they can fit the files into the space provided and the content does not contravene Channel 4 guidelines, they can put it online.

9. Website structure, design and construction

The website will present content using a combination of static HTML pages and dynamic Java Server Pages. Java components will provide middle tier logic, with a database providing data storage services.

The aesthetic design element of this phase will be minimal with the *IdeasFactory* Live site incorporating the design and styles proposed for the main *IdeasFactory* website.

Areas where design involves more than basic presentation of content, are outlined below:

9.1 Demonstration sites

The demonstration websites will be presented individually in their own windows, each with their own design. The annotated versions will be displayed as screenshots within the normal *IdeasFactory* Live template with links to the individual tutorial pages. The design of the sites will focus on an inspiring creative approach rather than showcasing technical skill.

9.2 Downloads

All of the downloadable resources will be available from one area. This includes the demonstration websites and empty starter templates (available as zipped archives).

9.3 Competition information

It is important that information about prizes is presented in a way that appeals to and motivates students.

10. Technical infrastructure and hosting

The hosting environment should be either consistent or compatible with Channel 4's existing technology. This existing technology consists of Unix-derivate platforms serving Java based applications.

We suggest a dedicated Cobalt RaQ 4 server running a Linux operating system and Apache web server. Data would be stored using Borland's Interbase database. Java software components would be served using the Jakarta Tomcat application engine. The server would be sited within a secure UK datacentre. Full details of a proposed solution can be found in section 15.1 Appendix I.

Worth Media will set up FTP accounts for schools manually, enabling students to upload their work using any commonly available FTP client. Teachers will be given the account details (username, password and FTP address), so they will be able to control access amongst their students.

11. Training and supporting teachers

The project will train and support teachers by:

- Running an e-learning workshop
- Organising support meetings with participating teachers
- Setting-up a mailing list
- Linking participating schools and local new media businesses
- Providing an online project area

11.1 E-learning workshop

A one-day workshop will be conducted with teachers from participating Kent-based secondary schools. There is the option to spread the workshop across two half-day sessions or a one-day session depending on the availability and needs of teachers. The workshop will aim to:

- Demonstrate the *Kent IdeasFactory Live* website prototype with a view to refine and inform further development
- Communicate the value of e-learning to teachers
- Improve the competence and confidence of teachers in the use of ICT
- Encourage networking

To ensure the workshop focuses directly on helping teachers to use ICT appropriately and effectively, it will be important to work closely with participating teachers to identify their required outcomes.

A qualified teacher trainer with the support of Worth Media and the project partners will conduct workshops. Teachers attending the workshop will be provided with workshop session notes and supporting literature highlighting best practice guidelines around how to use ICT to support learning across the curriculum.

Kent County Council will co-ordinate and administer the organisation of the workshop. This will involve liaison with teachers, booking of premises, equipment etc. Worth Media's contribution to the workshop will be in the planning, preparation of materials and facilitation on the day. (Please note that associated costs relating to the workshop, outside Worth Media preparation and attendance, have not been included in this proposal).

11.2 Support meetings

Face-to-face meetings with teachers from each of the participating schools will be scheduled in line with key milestones. We recommend a support meeting with teachers once every term (i.e. Autumn, Spring and Summer). The purpose of meetings will be to:

- Maintain communications between participating teachers, Kent County Council and Worth Media
- Focus on the requirements of schools, teachers and students
- Gather views on the Kent IdeasFactory Live project as it progresses
- Guide and inform project development

11.3 Mailing list

A project mailing list will be set-up for use by participating teachers. The list will allow the distribution of messages to all the members of the group, so that ideas and information can be easily and quickly exchanged between members. Worth Media will administer the mailing list and invite teachers to send in their views and comments. These comments will be sent automatically to members' email boxes. In order for teachers to voice their opinions or pass on information to other participants, they can also post their own messages.

11.4 Linking schools with local new media businesses

Kent-based new media businesses will provide support and advice to participating schools on creating multimedia websites. Identified incentives for local businesses to participate in the project include:

- Involvement encourages students to explore careers locally in new media
- Builds networks between local schools and businesses

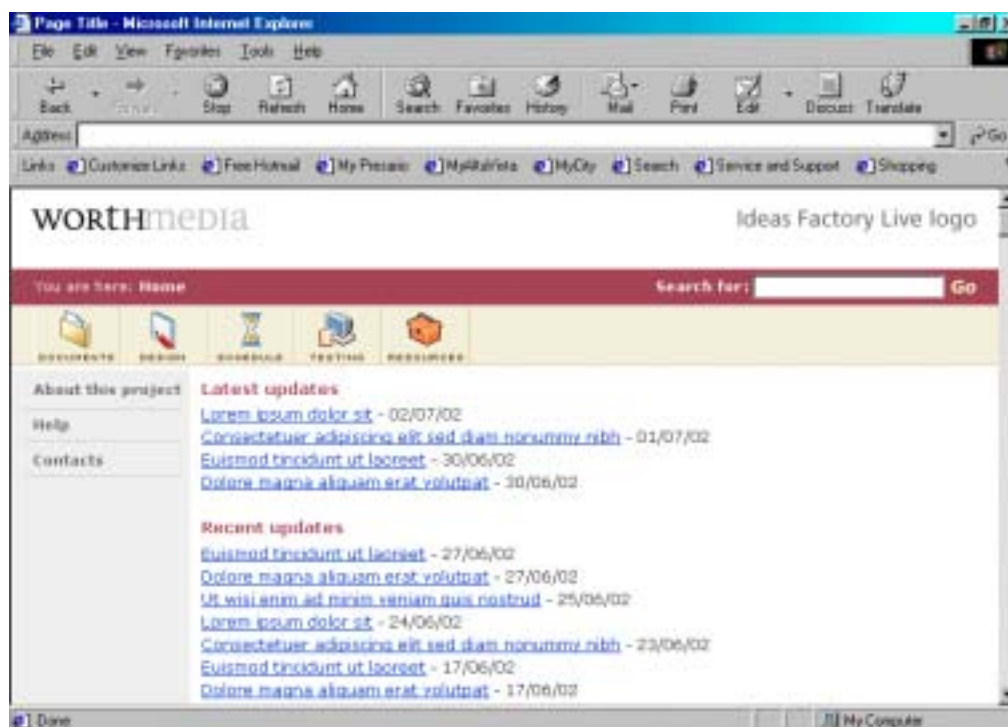
Provision of support to teachers and students by local new media businesses will help to communicate the link between acquisition of multimedia skills and career opportunities to students.

It is proposed that Kent County Council lead on the involvement of local new media businesses.

11.5 Online project area

An online project area will be provided to support the delivery of the *Kent IdeasFactory Live* project. This will be password protected and situated on the Worth Media website at <http://www.worthmedia.net/testbed/kent>. User names and passwords will be supplied to the five participating schools in Kent. If there is a requirement for other schools in Kent to have access to the online project area and mailing list, this can be arranged. The online project area will be used to:

- Share information between Worth Media and participating teachers
- Display proposals, research documents, minutes and other project data
- Support communications with bulletins and updates
- Provide ongoing historical project information, such as key contacts, reports and timelines
- Provide previews in-progress design and development work
- Provide supporting material for user consultation/usability trials
- Provide information relating to good practice using multimedia technologies to enhance learning in a classroom setting e.g. useful website links, articles and case studies from schools we have in-house. Updates to this area will be promoted through the project mailing list.



12. Working in partnership

The *Kent IdeasFactory Live* project involves a partnership with leading organisations in a range of different yet complementary fields, and 5 Kent-based secondary schools.

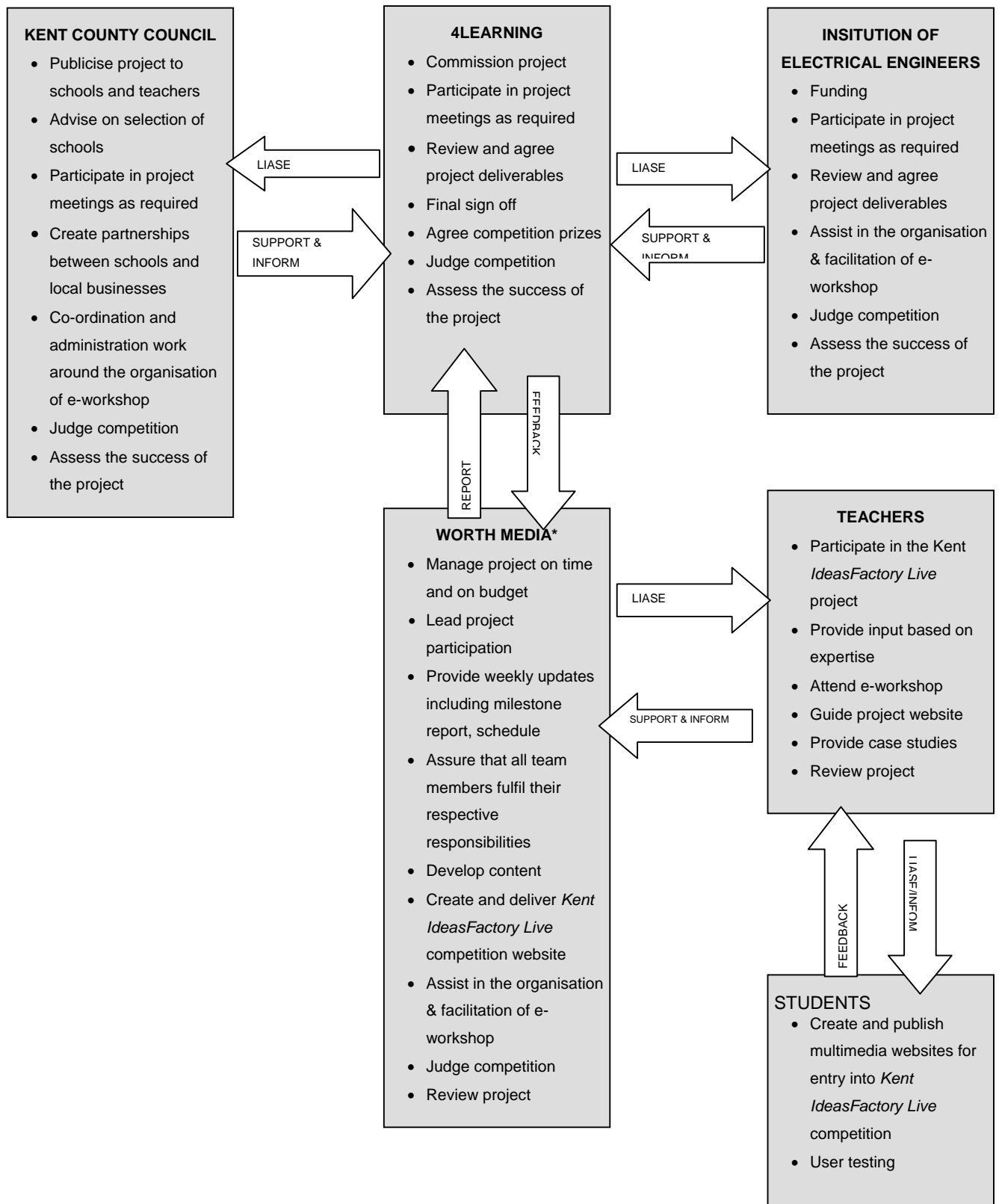
Collaboration, both internally, across partners and with participating schools is key to the successful delivery of the project. Only by understanding stakeholders priorities and working practices, and by building quality relationships with them can we work together to develop the project and deliver an effective learning resource.

To ensure that the project partners and participating teaching staff have a means of contributing to and informing the project we propose establishing a project delivery team consisting of representatives from each of the Kent-based secondary schools, project partners and Worth Media. The function of the group will be to:

- Ensure that the project fulfils expectations
- Investigate how the project will be used in schools
- Ensure that project is relevant and stimulating to students and teachers, and works to enhance learning.
- Highlight examples of good practice whenever possible
- Appraise current and future demands that may be placed on the project, with a view to pre-empting future issues that could arise
- Inform the development of a clear project plan
- Assess the success of the project

The diagram on the following page titled 'Project primary roles and responsibilities' summarises the proposed roles of the project partners, participating schools and Worth Media.

12.1 Project primary roles and responsibilities



13. Worth Media project team

The following Project Team has been established to deliver the project:

A Projects Director, operating at Board level, will take overall responsibility for delivering in line with quality standards, processes, schedules and budget. Amanda Bradshaw will fulfil this role.

A Producer will take responsibility for managing and coordinating the project delivery process, as defined by the project team. The project manager will be the key point of contact and will ensure, on a day-to-day basis, that milestones are met and outputs are delivered in line with the agreed Specification and Programme of Work. Dominique Lee will fulfil this role.

A Production Team will operate as a tight unit focused on delivering specific outputs to the project stakeholders, and will include expertise from Design, Technical Development and Production as appropriate. Jasper Macintosh will lead on the technical development aspects of the project. Andrew Sleight will lead on design aspects.

14. Project plan

The project will take place in six phases. On agreement of this specification document, Phase 1 will be complete and the project will enter Phase 2.

Phase 1:	Definition - July – August 2002 (Summer holidays)
	Detailed specification of the project and precise definition of the target audience. <ul style="list-style-type: none"> - Consultation exercise with teachers to ensure the project meets their needs - Liaison with project partners
	Milestones Final agreed project specification

Phase 2:	Research, planning and content development - Sept – Dec 2002 (Autumn term)
	Detailed project planning and research to identify the structure and content of the <i>Kent IdeasFactory Live</i> project website. <ul style="list-style-type: none"> - Detailed project planning including liaison with project partners - Design look and feels - Develop content framework - Identification of suitable existing training material online - Develop all website content to include; competition information, teacher toolkit and student toolkit (with the exception of the demonstration websites)
	Milestones Completion of school recruitment Design, development and completion of website structure and content

Phase 3:	Design and build - Jan –March 2003 (Spring term)
	Design and build of the competition website prototype <ul style="list-style-type: none"> - Develop demonstration websites - Liaison with project partners
	Milestones Prototype of the <i>Kent IdeasFactory Live</i> competition website.

Phase 4	Testing, refinement and training - Apr –May 2003 (Spring term)
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	Testing and refinement of the pilot website and training of teachers to support implementation in participating schools <ul style="list-style-type: none"> - Teacher training workshop - Testing of prototype - Completion of online toolkits to support participation by students and teachers
	Milestones <i>Kent IdeasFactory Live</i> workshop Supporting workshop documentation Final <i>Kent IdeasFactory Live</i> competition website

Phase 5	Delivery - May – July 2003 (Summer term)
	Delivery of the competition website into schools website <ul style="list-style-type: none"> - Delivery of the competition website - Management of piloting - Interim review of piloting progress - Ongoing teachers support - Recording of school participation case studies - Judging of competition
	Milestones Launch of <i>Kent IdeasFactory Live</i> competition Start and end of school projects Announcement of competition winners

Phase 6	Review - August 2003 (Summer holidays)
	Evaluation of the project and conclusions of the piloting <ul style="list-style-type: none"> - Review meeting - Review with participating teachers
	Milestones Post-implementation review document Exit strategy for the project

Please note. A final project plan will be agreed with the Project partners and participating Kent-based schools following agreement on the scope of the proposed solution.

15. Costs

It is in Worth Media's interest to ensure that you achieve value for money and return on investment from the outset. Work is charged on a per resource basis; daily charge-out rates include reasonable overheads and expenses. We agree all costs with you before embarking on the work.

15.1 Charge out rates

Resource	Daily Net Rate (£)
Production/Design Assistant	250.00
Web Traffic Analyst	500.00
Illustrator	500.00
Designer	500.00
Flash Programmer	550.00
Flash Designer	550.00
Usability Consultant	550.00
Art Director	600.00
Project Manager	600.00
Producer	600.00
Interactive Developer	700.00
Projects Director	700.00

15.2 Costing Schedule

Activities	Initial £	Director £700/day	Producer £600/day	Designer £500/day	Developer £700/day	Cost £
DEFINITION		1.5	3	1.5		3,600
PROJECT MANAGEMENT						
Overall project management	0	3	14	0	0	10,500
Project meetings	0	1.5	4.5	0	0	3,750
Project mailing list	0	0	1	0	0	600
Online project area	0	0	3	2	0	2,800
TEACHER TRAINING/SUPPORT						
Meetings	0	0	2	1.5	0	1,950
Workshop	0	0	2	1.5	0	1,950
Cost of supply teacher cover						1,800
Teachers' expenses						300
Teacher trainer for workshop						400
KIFL PROJECT WEBSITE						
Design concepts	0	0	0	3	0	1,500
Competition information						
Content, design and build	0	0	1	3	0	2,100
Student toolkit						
Getting started	0	0	0	0.25	0	125
Demonstration website (x2)	0	0	8	12	0	10,800
Tutorials	0	0	10	10	0	11,000
Downloadable site templates	0	0	0	2	0	1,000
FAQ	0	0	0.5	1	0	800
Teacher toolkit						
About the project	0	0	0.25	0.25	0	275
Implementation guidance	0	0	1.5	2	0	1,900
Links and resources	0	0	0	0.5	0	250
Infrastructure						
Hosting	1000	0	0	0	0	1,000
Set-up FTP accounts	0	0	0	0	1	700
TESTING/VALIDATION						
System testing/Refinement	0	0	1	2	1	2,300
User testing	0	0	1	0	0	600
REVIEW						
Post implementation review	0	0	1	0	0	600

15.3 Additional expenses

We will charge for travel expenses for members of the Worth Media project team to attend relevant meetings in London and Kent as appropriate. We will provide receipts for all travel. Total travel costs for Worth Media are estimated at £350.

Please note that administration costs around the workshop e.g. liaison with teachers, booking of premises, equipment etc., are being met by Kent County Council.

15.4 Total costs

Total costs for delivery of the *Kent IdeasFactory Live* project: £62,600 + £350 travel expenses:

£62,950 (excluding VAT)

16. Appendices

16.1 Appendix I: Hosting details

The quoted hosting package referred to in Section 10 is detailed as follows:

- **Hardware:**
 - Cobalt RaQ4 server
 - 450MHz Processor
 - 9GB HDD
 - 128MB RAM
- **Software:**
 - Linux 2.2
 - Apache
 - 128bit SSL, SSH support
 - Borland Interbase 6
 - Jakarta Tomcat
 - PHP / Chili!Soft ASP
 - Mail service & List server
- **Bandwidth:**
 - 5GB transfer per month
- **Additional:**
 - Initial set-up costs are included
 - Ongoing maintenance is not included (beyond equipment failure)
 - No network backup facility is provided in this quote
 - HDD is not mirrored