WEBSITE RECONSTRUCTION AND PUBLIC RELATIONS ENHANCEMENT

An Interactive Qualifying Project Report

submitted to the Faculty

of the

WORCESTER POLYTECHNIC INSTITUTE

in partial fulfilment of the requirements for the

Degree of Bachelor of Science

by

_____

Anthony J. Danna

_____

David J. Souza

_____

Christina N. Hancock

_____

Brian K. Weiner

Date: February 28, 2003

Approved:

_____

1. website development   Professor Jeanine D. Plummer, Advisor
2. public relations
3. networking

_____

Professor Bogdan M. Vernescu, Advisor

Executive Summary

Our project sponsor, Upkeep, is an independent non-profit charity that promotes good practice in the repair, maintenance, and restoration of all types of properties. The charity also houses the only building maintenance and repair museum in the United Kingdom. Upkeep offers many types of services such as interactive classes, seminars, and certification programs, which enable people to learn how to care for and maintain buildings. The training courses about property maintenance and repair provide the primary source of revenue for the organisation to operate. By September 2003, Upkeep's building lease at South Bank University will have expired. Therefore, Upkeep has a set target date of summer 2003 to relocate the museum. Since Upkeep does not receive commercial support for advertising products, networking with relevant industry organisations and finding opportunities for financial assistance was crucial for Upkeep's successful relocation.

After completing our background research and discussing Upkeep's basic problem, we determined that the overall goal of this project was to assist Upkeep with the task of improving financial and practical support by means of upgrading and expanding their website, as well as improving relations with related organisations through increased networking.

To assist with this task we researched valid website design and networking techniques. Website navigation, graphic usage, font and text styles are key elements which were determined to contribute to the success of a website. More importantly, we performed background research on presenting website content. With regards to networking, we examined the appropriate techniques for researching organisations and

companies, conducting proper phone interviews, collecting information for use in databases, and accepted forms of sending emails.

To assess what new content was needed for the current website, we conducted interviews with the Director of Upkeep, Ms. Annette McGill and the Chair of the Board of Trustees, Mr. Peter Trotman. We began by drafting a series of questions to cover all areas of the previous website as well as additional areas of web design that were not incorporated in the original design. By discussing all the possibilities of page improvements we ascertained what content we would use as well as ideas on how to present this content. We also looked at award winning museum websites to gather ideas about new features to incorporate into the upgrade.

After the content interview, we started to make immediate changes to the website. Based on this information, we concluded that the sections of the website titled, "About Upkeep," "The Museum," and "Training Courses" required immediate updates. The section titled "Looking after Your Home" was outside the scope of our project due to the amount and type of research necessary to complete the section. However, we did revamp the existing content to reflect the new design and completed a template for future improvements. Implementation of the website began as an iterative process in which the highest prioritised tasks were completed first, starting with a new navigation system on all the template pages. From these pages we incorporated the text from the content interview. Furthermore, we integrated the latest photos of the museum as well as other graphics we created.

After completing all the high-priority pages, we used a survey to evaluate how well the website we created followed good web design. The usability survey was

targeted towards the students of Upkeep's training courses. We chose this group because these individuals were the most inclined to use the website. The survey asked whether the design we implemented was user friendly and effective. Additional questions were included in the survey for more feedback in hopes of revising the new website to be more personally satisfying. Thirty-five surveys were completed and we collectively combined the answers and made recommendations for further improvements. The majority of those surveyed reported that our website followed good web design procedures and stated that they could clearly read the font and find the content they were searching for.

For the networking aspect of this project, building strong relations with related organisations was of the utmost importance. In order for Upkeep to successfully move, the charity needed substantial assistance from related organisations. Ms. Annette McGill provided a list of over 500 organisations that we took into consideration for networking purposes. This original list was narrowed down to 187 by selecting only those that were located in the United Kingdom and maintained a functioning website. This list was further shortened to eighty-three organisations by selecting only those that maintained the best websites, which were of the most use and relevance to visitors of Upkeep's website

Once this list was completed, we conducted background research on each of these organisations and created a profile information binder. The group contacted these organisations by telephone and conducted interviews with public relations, education, and information technology officers. During these interviews we used the profile information binder that contained a brief organisational description so the group was informed and knowledgeable about their organisation and website. We also discussed the possibility of creating a reciprocal link between Upkeep's website and the organisation's website.

From the initial interview we obtained the email address of the person in charge of public relations and sent the organisation an email. The email included details about Upkeep, the purpose of the website link request, a description of their organisation's website, and a formal consent form between both parties for adding a link to Upkeep's site.

By creating the related organisations database, the profile information binder, conducting phone interviews, emailing link request and consent forms, and compiling all the information in the website, we were able to greatly increase the networking between Upkeep and related organisations. We received nineteen replies from organisations that we emailed, of which nine had rewritten their organisational descriptions and six returned filled out consent forms. Only one organisation replied that they did not want a link to their website on Upkeep's site. Although we wished to receive permission from these organisations in linking to their websites for networking purposes, we did not lawfully need this. So, although we only received 18 replies giving our group permission to link, a total of 82 organisations are available on the Upkeep Links page, which allowed the networking phase of the project to be incorporated onto the website. The entire process of having other organisations peruse the website we created, to determine if they were interested in linking, established a basic relationship between the related organisation and Upkeep.

The collective efforts of both the website and the networking culminated in a gala launching the new website on February 20, 2003. Prior to the gala we sent out forty-four invitations to a group of organisations selected by Ms. Annette McGill. During the daylong event, the new expanded and upgraded website was unveiled to these people and

the official campaign to find Upkeep a new home was initiated. At this event we

engaged in conversations with the guests and gave them a tour of the new website.

By the completion of the project, we were able to help Upkeep gain access to

financial and practical support. The networking aspect was used to promote Upkeep's

cause and mission. The new contacts acquired from the networking phase were

incorporated into the website component of the project. This effectively helped Upkeep

secure needed support and provided a service to the online community at large.

Abstract

The goal of our project was to increase financial and practical support for Upkeep through upgrading and expanding their website and improving relations with related organisations. The website upgrade involved a complete overhaul and redesigning of the existing site. We established contact with eighty-three organisations, for linking to their websites and established a networking base for Upkeep. Through these efforts, Upkeep will hopefully find enough financial and practical support to assist their move in September 2003.

Acknowledgements

We would like to thank the following people who have helped make our project a success. Our project advisors, Professor Jeanine Plummer and Professor Bogdan Vernescu were invaluable for their knowledge of the IQP process, help with our project goals, written report, and presentations. We would also like to acknowledge the Director of Upkeep, Ms. Annette McGill, along with her Training Administrator, Ms. Claire Taylor, for their support and willingness to answer all our questions. Their helpful information and advice was greatly appreciated by our project group. Finally, we would like to show our appreciation to those who participated in the usability survey presented on the website and during the training courses at South Bank University. Their cooperation and feedback was instrumental in making a user friendly and accessible website.

Table of Contents

List of Tables

List of Figures

1. Introduction

The success and sustainability of any non-profit organisation or charity largely depends on continuous funding from a variety of sources. Furthermore, the ability to create a large group of financial supporters is related to the amount and type of exposure the organisation has. While networking and face to face interactions will always remain a crucial part of the funding process, there are additional methods of gaining publicity. One approach is using the World Wide Web (WWW) as a vehicle for reaching millions of people on a global scale to express and gain support for a particular cause.

A good website is one which clearly and most effectively presents the site's content to the visitor. The design methods for proper content display involve using readable fonts and colours (Brinck, 2002). Visitors of the website must also be able to easily find what they are looking for. Therefore, how one navigates the site to find the desired content is also an important aspect of good web design (Nettleton, 2002).

Upkeep is an organisation seeking to promote itself using the WWW for gaining support. They are an independent non-profit charity that promotes good practice in the repair, maintenance and restoration of all types of properties. Upkeep offers interactive classes, seminars, and certification programs which all help people learn how to care for buildings. These educational programs are the primary source of funding for Upkeep. Unfortunately, these classes do not provide sufficient revenue for continued operations and income from other venues is relatively small. Upkeep does not receive funding from either government or commercial organisations. Further complicating these financial problems is the conundrum of locating a new residence to house the museum and educational offerings as Upkeep's current lease expires in September 2003. Additionally,

Upkeep chooses to be impartial and does not advertise or endorse any particular product or organisation. Since Upkeep does not receive commercial support or funding for advertising products, networking with related industry organisations and finding opportunity for assistance is crucial to Upkeep's success. As a way to increase the success of Upkeep, practically and financially, we designed and implemented a website upgrade.

The current website was created by the Director of Upkeep, Ms. Annette McGill, in 2000. Close examination of the previous website showed the navigational and organisational schemes to be disorganized and inconsistent, both of which are not favourable elements of professional website design (Brinck, 2002). Using a simplified and ordered layout is a solution resolving these issues. Apart from Ms. McGill's own efforts, few resources were allocated to develop the current website any further than the initial design. This lack of development was attributed to time restrictions and strained resources. To remedy these limitations, our project was created to include the reconstruction of the current website that would accommodate the changes, desires, and needs of Upkeep. Therefore the goal of this project was to assist their financial and practical support by upgrading and expanding Upkeep's previous website as well as improving networking with related organisations.

The methods we used in determining Upkeep's needs for an upgraded website involved interviews, surveys, and additional research about good website design. The website aspect of our goal was completed by identifying the strengths and weaknesses of the previous website and then resolving these flaws accordingly. Such areas included

links to related organisations, compliance with proper web design techniques, and general overall content organisation.

Interviews were used to determine what content was necessary for the new design. These interviews primarily involved the Director of Upkeep, Ms Annette McGill, who is the most informed person about the organisation. In addition to interviewing, a user survey was submitted to the training classes at Upkeep and posted online in order to evaluate how user friendly the revised website was after we had implemented the majority of our changes. The student's feedback, along with additional online survey responses, provided us with helpful insight to ensure that the website met good web design practice.

We completed the website with the intention of attracting organisations whose specialities lie in the restoration of property as well as everyday building owners with the desire to learn how to maintain their property. After browsing through the new website, the contacted organisations may take an interest in Upkeep and in turn make a contribution to the exhibition's efforts. A contribution may consist of monetary funding or be of a more practical nature. For example, they may desire to link Upkeep's website with their own. In addition, housing guilds and homeowners will learn about the training courses offered. Providing exposure about the courses may increase attendance and support from their organisation. With a dramatic increase in online exposure, Upkeep will hopefully generate the necessary support for their 2003 move.

The website was not the only area of this organisation that required improvement, communication with external related organisations was severely limited. Few if any organisations in the building trades were aware of Upkeep's presence and mission. The

organisations related to Upkeep's purpose needed to be contacted and made aware of Upkeep's existence. There were two goals that were being accomplished through the one task of contacting these related organisations. The first goal was to gain approval and consent from the related organisations to allow a link from Upkeep's website to that organisation's site. This allowed for Upkeep's website to maintain a links page to aid Upkeep's patrons viewing the website. The second goal was to make the organisations aware of Upkeep's goals and mission. This brought Upkeep out in the public and made connections with people and organisations that might not currently be aware of what they do and offer as a building museum.

In order to achieve the goals of our project, we had to work through several stages. Our background chapter includes information on networking with related organisations and how to build web pages following good website design practice. Applying the knowledge from our research we devised a methodology to carry out the networking and create the website.   The results chapter then presents the outcomes of our networking efforts, and highlights areas on the website where we made improvements. Finally, after this data was evaluated we made conclusions and recommendations about networking and future website improvements.

2. Literature and Background Review

The research of the following topics was important for an understanding of the goals and objectives of this project. A firm background behind museums and their management was necessary for understanding how Upkeep is operated and maintained. Although museum associations exist at the international level, our focus was on the associations in the United States and United Kingdom. We examined how they are managed and their role in the museum community. Moreover, we discuss charities, because they are important to the background of this project; Upkeep is a non-profit organisation.

A large portion of our project involved upgrading and updating Upkeep's website. To accomplish this goal we required strategies for designing and creating web pages. We discuss this topic as well as information about the needs of both online visitors and management to gain ideas for redesigning Upkeep's website. Lastly, marketing strategies are discussed to understand how Upkeep can develop relations with patrons and landlords, and establish more sponsorship by relevant organisations.

2.1 Museums

A museum is a place where members of a society may go to learn, study, and enjoy the many different aspects of the culture and history of a society. There are many different types of museums with focuses such as history, society, arts, and science (Wittlin, 1970). To express these areas of study, the museum may create exhibits to help the museum patrons to understand the subject and learn from a visual and realistic perspective. There are museum associations that have been created nationally and

internationally that help aid museums and exhibitions around the world. Although the majority of museums are either art or science institutions, there are specific museums that focus primarily on a particular type of service or special interest, such as the Plumbing Museum in Worcester, Massachusetts and Upkeep in London, England. All these topics are discussed in more detail in the following sections.

2.1.1 Exhibits

Museums use exhibits and displays as educational tools to show and teach the public about a historical event or object. An exhibit must have a purpose and make an impression upon members of the public who are viewing the exhibit (Belcher, 1991). There are many ways to present an exhibit. Generally, exhibits should be aesthetically appealing and be able to make the viewer want to know more about the subject or actual exhibit itself. An effective exhibit inspires interest from the viewing public. This means that exhibits should be directed towards different groups of people who focus on certain areas of study, such as art history in a specific era (Belcher, 1991). Once interest in an exhibit has been obtained, more and more visitors will contribute to making the exhibit a success. The Upkeep Museum will improve and update their own exhibition when they move locations. Upkeep wishes to use the exhibit as a teaching tool to help aid in the courses that they provide for housing associations, as well as the general public interested in the maintenance of buildings. However, updating and improving the exhibition is outside the scope of our project.

2.1.2 Museum Associations

There are many different museum associations around the world. Museum associations exist to help individual museums with, for example, financial practices, training for management, and learning how to run the organisation. Museum associations also give a collective voice to all participating museums. In order to understand how museums work and operate, we looked at the American Association of Museums in the United States and the Museum Association in the United Kingdom. There is also the International Council of Museums (ICOM) that aids museums globally.

2.1.2.1 American Association of Museums

The American Association of Museums (AAM) was founded in 1906 as "a national service organisation that represents and addresses the needs of museums to enhance the ability of museums to serve the public interest" (AAM, 2002). This organisation helps to establish standards, which help define each museum and its purpose. As part of the standards, assessments are given to museums to how they should be categorized and what funding they would qualify for both from the government and other institutions. The AAM has a Museum Assessment Program (MAP) that helps museums and organisations across the United States to reach their goals as a museum or organisation. The program also will provide aid and support for the museum or organisation if they began to experience financial or practical problems. The AAM helps museums become successful in both the business world and the museum community.

The AAM gives a voice to all museums that are members. This voice enables the members of the organisation to make decisions on what the association will do, what

educational programs the museum will sponsor, and what financial aid will be given out. The Association believes that museums have a vital educational value for the children of the United States and for the sake of learning in general. The AAM also believes that museums are an excellent resource for students as well as a great tool to inspire learning in the youth of today.

2.1.2.2 Museum Association in Britain

The Museum Association in Britain is a non-governmental organisation, founded in 1889, that supports the best interests of non-government-funded museums and galleries across Britain. The Museum Association in Britain receives no government funding and therefore has no association with any government in Britain or the European Union. The organisation consists of members from different institutions around Britain to help aid and support the museum community. These institutions include museums in London and other smaller museums or exhibitions around Britain.

The Museum Association has a number of funds that come from private donors and other organisations or societies. All individual museums in Britain may apply for this aid to help enhance their exhibits or employee training as there is no provision that a museum is associated with the Museum Association in order to apply for the aid. The organisation believes in giving a voice to the museums and institutions, which do not have the time or the influence in which to accomplish their goals and interests in the community on their own. If not already a member, this organisation and other similar ones in Britain may be a great help to Upkeep.

Upkeep has inquired about joining the Museum Association of Britain, but learned that the Association is currently going through some reconstruction. The

classification of organisations as well as the application process have been prolonged and will not be looked at by the Museum Association until September 2003. Until that time, Upkeep will continue to function as normal and possibly gain more information regarding the application process and organisation classification in September.

2.1.2.3 International Council of Museums

The International Council of Museums is also a non-governmental organisation. The Council helps museums all over the world to enhance the public's interest and learn more about museum management and their operations. The Council defines a museum as:

> a non-profit making, permanent institution in the service of society and of its development, and open to the public, which acquires, conserves, researches, communicates and exhibits, for purposes of study, education and enjoyment, material evidence of people and their environment (General Assembly of ICOM, 2002).

This organisation also helps aid organisations to determine if they would be considered a museum through ICOM standards. These standards could be very useful for Upkeep by helping them to understand what a museum is and if they fall under that category.

2.1.2.4 Museum Association Summary

Museum associations are very important, because they serve as a guide and mentor to the museum community. They are there to help train museum management so that they can run their museum more efficiently. Associations play a large role in the financial aspect of museums. Most museums do not receive government aid and most

museums do not receive enough donations or have enough money in foundations to serve their purposes. The museum communities and associations preserve culture and history of a society through private or public funds or aid, which enables the public to experience and enjoy their culture and history. The museum associations previously discussed may be able to aid Upkeep practically or financially.

2.1.3 Special Interest/Service Museums

Other than the art and science museums, there is a third category called service or special interest museums. Service museums are very unique due to the specific nature of the museum. For example, Upkeep is the only type of service museum in Britain that is dedicated to the repair and maintenance of all types of homes. As a service museum, Upkeep provides classes in building maintenance and maintains an exhibition on building maintenance.

A special interest museum in the United States is the Plumbing Museum in Worcester, Massachusetts. The owner of a plumbing supply distributor founded the museum in 1988. It reviews the history of plumbing and has many old models and replicas of indoor plumbing since indoor plumbing was first introduced in the 1800's. It began as a private collection created by the owner of the plumbing supply distributor who wanted to give back to the industry that made him so successful. Museum patrons donated the later additions of replicas and exhibits to the museum. This museum is family run by a volunteer staff and is financially funded by a family foundation put in place when the museum first opened. This museum has sponsored plumbing classes from vocational high schools around the area. Civic groups and Boy and Girl Scout groups also take trips to the museum and hold meetings there. The museum has never advertised

during its existence. Public knowledge of the museum has been spread by word of mouth, because of the rare, unusual nature of the museum (Manoog, 2002).

2.2 Charities

Non-profit organisations constitute what has come to be known as the third or independent sector, after the business and government sectors (Howe, 1995). Although traditionally the terms "charity" and "charitable organisations" have referred to programs helping the poor and needy, more recently the terms have come to incorporate all activities and organisations whose purpose is public service. In addition to community services, the broad categories of education, health, recreation, research, and scientific activities are included. Charitable organisations, thus, are defined as all entities that are tax exempt (Howe, 1995). As such, they differ from other non-profit tax-exempt institutions, such as labour unions and professional associations organized to serve members rather than the general public. Charitable organisations differ from religious congregations too, which are not tax exempt. Governing bodies of non-profit organisations may be called boards of trustees, governors, directors, overseers, or regents.

2.2.1 Upkeep as a Non-Profit Organisation

Upkeep functions as an independent charity, specifically a non-profit organisation, to provide training and education in building repairs and maintenance. Essentially, they help people learn how to "look after buildings by promoting good practice in repair, maintenance and conservation of all types of properties" (McGill, 2002). In addition to their training courses, they also manage an exhibition about repairs, maintenance, and construction.

This organisation is independent and impartial; they do no receive funding from commercial or government agencies. As a result of their unique financial status, Upkeep requires payment for its educational services and entrance fees for its exhibition. In addition to a small amount of their income generated by the sale of educational products, they do not have any other means of generating revenue to support themselves. Over recent years they have lost contact with their sponsors and supporters. They also are required to move from their present location and find a new home by summer 2003.

2.2.2 Management of Upkeep

Upkeep is the Trust for Training and Education in Building Repairs and Maintenance, which is also an independent charity (Registered Charity number 277351). Three different levels of people run this organisation: a) a seven member Board of Trustees, b) a forty member Governing Council, and c) two full time administrators assigned to maintain and manage the exhibits and training courses.

The Board of Trustees consists of the main contributors to Upkeep and hold the major voting and vetoing rights, so any decisions that are of concern for the organisation are brought to them. They also attend the Annual General Meeting, which is the major meeting for charitable organisations in the United Kingdom. The Annual General Meeting is held yearly in December for charitable organisations to meet and discuss new and developing issues. At this meeting, the members of the Board of Trustees present the status of Upkeep as well as network with other organisations.

The Governing Council currently consists of forty members who are generous contributors to Upkeep and who belong to relevant fields of trade such as construction, electrical contracting, plumbing and masonry. This group is responsible for financial and

administrative decisions as discussed in Appendix A (Conference call with Ms. Claire Taylor). However, since Upkeep's departure from Hampton Court Palace in 1986, the Governing Council have not maintained an active presence or interest in Upkeep. Some of these council members are no longer associated with Upkeep and many more have just simply stopped communicating with the organisation altogether. Therefore, their involvement in any decision-making matters is all but non-existent.

Ms. Annette McGill and Ms. Claire Taylor work at the location of Upkeep, which is presently at South Bank University in London, England. They are in charge of maintaining and managing the exhibits as well as hiring instructors to teach the training courses. Most of the work they are involved in is reported to the Board of Trustees in the form of scheduled meetings. Without the substantial amount of work that Ms. McGill and Ms. Taylor accomplish, there exists a strong possibility that the organisation would not function nearly as well as the organisation has recently.

2.2.3 Fundraising

When Upkeep first came into existence in 1979, the charity had the help of a fairly large governmental grant that was used to establish the exhibition at Hampton Court Palace. Unfortunately, on Easter Monday, 31 March 1986, a major fire swept through the King's Apartments causing extensive damage. The fire started shortly after midnight in a grace-and-favour apartment on the third floor and smouldered undetected for several hours. After this, the palace was handed over to a new exclusive group of managers who decided that Upkeep, along with six other organisations who were previously allowed to stay rent free, would have to pay a fairly high rent in order to remain at the palace.

When this happened Upkeep could not afford to stay and so was forced to move from the palace. Ms. Annette McGill was employed to develop what are now the educational courses in order to make Upkeep self-sufficient. Under self-imposed guidelines, they choose not to receive any revenue from holding any type of commercial or product endorsement. Upkeep remains impartial because by doing so they are unbiased and their clients feel an increased sense of trust.

Consequently, the main source of revenue for the Upkeep Organisation is from the training courses they provide at South Bank University on building maintenance and repair. These classes are aimed at members of housing associations, co-operatives, charities, local and statutory authorities, and commercial organisations. Anyone who is interested in learning about how to manage and run their home or building more efficiently is also strongly urged to take their courses. These courses are taught by certified instructors in each field and are held only one or two days for about seven hours a day. These instructors prepare a schedule in advance with Upkeep and are under contract to teach certain courses. The courses are taught in the exhibition to provide hands-on experience and are the only such courses backed by the City and Guilds of London, something Upkeep strongly pride themselves on. The classes typically consist of around thirty participants. The cost for these classes depends on the number of units in management under the housing association with which a participant is associated. These prices range from £ 95 to £ 150.

Currently, almost 80% of Upkeep's total revenue comes from its training courses. Approximately 15% of their income is derived from schools, colleges, institutions, and interested individuals who set up tours with the exhibition museum. Also included in this

portion of their total revenue is income from sales of a number of short videos Upkeep produces on building repairs and maintenance. In the future, one of Upkeep's main goals is to rely more on peoples' interest to see the exhibition to bring in the majority of the revenue. An even smaller portion of their income, about 5%, comes from fundraising events and generous donations from individuals. Many of these individuals are on the Board of Trustees or the Governing Council.

One of the problems with Upkeep's inability to promote the exhibition is a lack of volunteer support (Taylor, 2002; Appendix A). At this point, only Ms. McGill and Ms. Taylor can conduct tours through the exhibition because they lack the volunteer support. The main cause of the current lack of volunteer help is due to the exhibition's current location. The location is in an extremely cramped and unattractive basement of a satellite campus at South Bank University, which is located in a somewhat unattractive area (McGill, 2002; Appendix B). When the exhibition was located in a wing at Hampton Court Palace they always had more than enough volunteers due to the historical significance of the palace. A great number of tourists and visitors would frequent the Palace grounds and learn about Upkeep. However, at South Bank University, the museum exhibition is not nearly as accessible as it is located in the basement.

2.2.4 Charities Facilities Management Group

The Charities Facilities Management Group (CFMG) is designed to help charities look after their buildings in a more effective manner. The group promotes the exchange of knowledge and experience between individuals and organisations. The idea to establish this group resulted from concerns for property and accommodation issues that arose in a conversation between Ms. Annette McGill of Upkeep and Ms. Ruth Lesirge,

the Chief Executive of the Mental Health Foundation. They set up a special interest group to share knowledge between voluntary sector organisations as well as a mailing to colleagues that generated a large response around the country (McGill, 2003). In 2001, they held their first meeting and CFMG was established. The group now has over forty members who must work for a voluntary organisation. Their members range from the Facilities Managers of some of the United Kingdom's largest charities to office staff of small organisations that are involved with buildings in their spare time.

For Upkeep to attain the goals of moving to another location and becoming more dependent on the exhibit as the main source of revenue, they needed to re-work and organize some of their procedures and fundraising tasks (McGill, 2002; Appendix B). At this point, Upkeep is simply not making enough money to expand to the type of organisation they would like to become in the future. Ms. Annette McGill has been attempting to increase the visibility of Upkeep by increased networking with other charities through CFMG. By keeping in contact with these independent charities Upkeep will in turn be part of a larger network of organisations that will be able to depend on one another for knowledge and expertise. Another hope is that through increased networking they will become better known to a number of people and organisations that would be interested in Upkeep's services.

2.3 Website Design and Maintenance

A background about the nature of the internet along with its related components is needed to understand the scope of this project. Moreover, the elements of layout and design for a website are crucial to the understanding of a useable and effective interface. Once standards of proper website design are established we then evaluated the current

site. By this method, we were able to determine the changes and additions that we needed to make for the new website.

2.3.1 Background to the Internet and World Wide Web

The Internet consists of a series of interconnected computers that span the globe all communicating to one another over the standardized Transmission Communication Protocol/Internet Protocol (TCP/IP) (Brinck, 2002). This protocol unifies all services of the internet including common services like electronic mail (email) and the World Wide Web (WWW). The World Wide Web contains all websites, consisting of individual web pages, which are linked to one another effectively creating a "web" of information (Nettleton, 2002).

The programming language of the World Wide Web is hypertext mark-up language (HTML). All web pages use this language to communicate information over the Internet. The web browser, or program that decodes web pages, translates HTML code into a visual format similar to that of a magazine page. Due to the World Wide Web's ability for dynamic content and ease of use, it has quickly become a popular communication medium (Brinck, 2002). By 1997, the number of registered domain names on the Internet reached 20,000 and nearly doubled the following year. Currently, there are over 160,000 registered domain names (Internet Software Consortium, 2002).

2.3.1.1 Web Servers

A website, which is a collection of files, "is stored on a computer that is permanently connected to the internet and specifically set up with software to deliver them to people's web browsers" (Nettleton, 2002, 10). The computer where the website

is stored is referred to as a web server. When a user visits a website the server sends the HTML files to the user's computer so that the page may be viewed. With the completion of Upkeep's new upgraded website, any additional changes to our finished 2003 website files will need to be uploaded again and overwritten on the web server.

2.3.1.2 Browser Compatibility

No two users of the World Wide Web are ever the same, nor are the computer systems used to access the web either. The important differences between web users lie in which internet browser they are using and the installed features that their computer system possess to allow for special website applications.

Currently there are two popular internet browsers: Netscape's Navigator and Microsoft's Internet Explorer. In the design of our web page, we accounted for compatibility issues for these two major browsers which make up nearly ninety five percent of all the browsers people are using to access the internet with. In addition to the browser software, we also paid close attention to which version of a particular browser is likely to be used. New advancements in web programming require newer versions of browsers for compatibility. For example, older browsers do not support the use of frames. Frames provide a way to segment sections of a browser window into several independent windows (Nettleton, 2002). By creating a web page that does not use frames, one ensures that a web page will have the highest level of compatibility with the various web browsers and their platforms.

Apart from different browser types and versions, the actual computer system set up is another fundamental area to take into consideration for optimal compatibility. Web plug-ins are required to be installed on computers to enable the system's browser to

perform additional functions like playing sounds or movies (Nettleton, 2002). Many newer websites incorporate JavaScript, which is a programming "language that provides a simplified method of applying dynamic effects to web pages" (Goto & Cotler, 2002, p.203). There are limitations to using JavaScript; the user's computer system cannot fall below the requirements for a particular Java program on the visited website since the program will fail to run. Another problem is the load time: when using Java programs one must sacrifice faster site load times. For these reasons we decided against the use of JavaScript. Lastly, some browsers and computer systems may be unable to view pictures on a particular web page. Therefore one should design a website with descriptive text captions to supplement the pictures.

2.3.2 Content Viewing

One must pay close attention to how website content will be viewed when designing a website for the purpose of presenting information. There are many factors that contribute to the presentation of a web page. The most important factors consist of colours, text format, graphics, navigation, load speeds, and the screen resolution. Depending on how each of these factors are set up will determine who will be able to view the website content without difficulty.

Given that part of this project's mission was to increase Upkeep's presence, we wanted everyone to be able to read the pages on the website with ease. The construction of our website design used research about which settings each viewing feature should be set to in order to eliminate any viewing dilemmas.

Graphics also impact the vision impaired, as graphics must be large enough to be viewed and recognised. Yet the size of graphics and the amount of text will limit the load

speed of the page. People do not want to wait extended periods of time for a web page to appear (Lynch, 1999). Therefore in designing our website we used a good compromise of content and load times.

2.3.2.1 Navigation

The structure and navigation of a website is of prime importance. The navigation provides the site visitor with, "a quick overview of what your website has to offer, and one-click access to all the main sections" (Nettleton, 2002, p. 86). Creating a functional navigation bar saves the visitor from constantly pressing the back button in the browser and makes the website seem more integrated (Nettleton, 2002). This makes it possible to clearly show all major categories on the website at once. A navigation bar is one such solution that offers an "immediately recognizable, clear means of exploring a website" (Meadhra, 2002, p. 346).

A navigation system can be placed at the top, bottom, left, or right of the page (Powell, 2000). The two most popular choices are top and left navigation in Western cultures as readers scan information from left to right and top to bottom (Powell, 2000). Regardless of the positioning of the navigation system, it is necessary to be consistent throughout the entire website (Meadhra, 2002). Maintaining a sense of consistency can be achieved by examining each page of the website and checking to see if the navigation graphics and text move or change; if their positioning does not change then the navigation is valid (Powell, 2000). Additionally, providing the user with a set of consistent navigational schemes not only simplifies the process of travelling from page to page, it also gives the user, "a sense of [the] site's organisation and make the logic and order of the site visually explicit" (Lynch, 1999, p. 19).

More importantly, the manner by which users navigate the content between different pages must be done wisely to avoid confusion or lead users to a dead end. Links must logically explain where the user will go next and the preceding page must provide a means of returning to the previous page. Another means of improving the navigation of any website is to include the use of a site map that clearly outlines every page on the website (Lynch, 1999).

2.3.2.2 Colours and Fonts

A website should be visually appealing to the user yet not overly complicated so as to be distracting (Jamsa, 2000). As with any visual medium, the correct use of colour is one important aspect of proper website design. Complicating this matter is the condition that the majority of older monitors can only display 256 colours; of these, only 216 colours are common to both the Macintosh and PC platform (Nettleton, 2002). Due to these limitations, we used a Web-safe palette of colours so that the display will be the same on both platforms. Setting the foundation for any website is the background upon which all text and graphics are placed. It is important to have backgrounds that are of enough contrast to make the text readable. Also, pictures and other graphics should serve to complement the web page and not take a significant time to download (Jamsa, 2000).

The colours must not make the text difficult to read. Those who have their vision impaired will need to use an easily readable sans-serif font such as Verdana, Helvetica, or Arial with a size of 14 or greater. Some who are colour blind may not even be able to distinguish text from the background of the page. The type of font used on the website should have readability as its first priority (Nettleton, 2002). Common fonts like Arial, Verdana, Courier New, and Times New Roman are known for their readability and are

considered standard on popular web browsers (Nettleton, 2002). However, designing

web pages that use less common fonts for creative purposes is slightly more complicated.

It is considered good practice to turn unusual fonts into an image file and then embed the

image file into the web page as not all computers necessarily have the less common fonts

installed (Nettleton, 2002).

2.3.2.3 Content Viewing for People with Disabilities

In the United Kingdom, the Disability Discrimination Act (DDA) was introduced

into legislation in 1995 (Dolye, 1996). This act defines the rights of disabled people

involved in all areas of life including the provision of goods and services (Paciello,

2000). As a result, the DDA guarantees, "effective and accessible communication,

including access to information, programs, services, and goods made available through

the Internet and World Wide Web" (Paciello, 2000, p. 44). Since the World Wide Web is

primarily a visual medium, the DDA is concerned mainly with the visually impaired. As

a result web pages should be designed with the following features: alternative text

descriptions for images, keyboard access/navigation, adjustable font colour, sizes, and

styles, and the ability to turn off pictures, videos, and sounds (Paciello, 2000). Modern

web browsers versions 4.0 and above have these accessibility features built in. However,

the web designer has the responsibility to ensure that these accessibility features work

properly. For example, providing descriptive alternative tags in place of images is

important. Additionally, it is necessary to include a scalable font so that it may be

enlarged and still be readable (Paciello, 2000).

2.3.3 Assessing the 2002 Website

The previous website for Upkeep was located at http://www.sbu.ac.uk/upkeep and hosted on South Bank University's server, see Appendix C. The Director of Upkeep, Ms. Annette McGill, performed the last major site update in June 2002. The author divided the website into five main sections: background information about Upkeep; the actual exhibits in their museum; general tips and related advice about home maintenance; training courses; services, seminars, and certification programs that Upkeep offers; and information about the Charities Facilities Management Group (McGill, 2002).

2.3.3.1 Existing Content

The major drawback to the original Upkeep website was the overall lack of content in all areas with exception to the fourth section about their educational programs. The educational programs brought in a significant source of revenue so it seemed reasonable to dedicate a large portion of their website to this section. The remaining sections required the most infusion of new content. Various types of content that could be added included textual descriptions, pictures, audio files, and video files.

The part of the website dealing with the Upkeep exhibition mentioned: full-size replicas of interiors and exteriors of typical domestic buildings; displays of construction methods; examples of typical building defects and their causes; full-scale exhibits of building services; and repair and conservation techniques (McGill, 2002; Appendix C-5). Unfortunately, there was not any additional information about any of these exhibits. There was a need for a page about each of these topics with pictures to complement them. Furthermore, one must keep the size of each of these pages under eighty kilobytes each

so that they load in less than fifteen seconds on a standard dial-up modem (Goto &

Cotler, 2002).

The section pertaining to useful tips and advice for looking after one's home

provided very general advice (See Appendix C-6). There were two additional links from

this page that explained how to check one's home for defects and go about the process of

making repairs. However, there was not enough detail at this level to effectively solve

any major problems the casual visitor to this website may encounter. While the purpose

of this section seemed obvious, the relevance to the remaining sections on the site was

not as clear. The original content under this section did not perform an adequate job of

explaining the relevance that Upkeep and its training courses offered to the average

homeowner.

The training course section provided a full list of scheduled courses and brief

descriptions of a select few (See Appendix C-9). Only certain courses had descriptions

and detailed information about their purpose and goals. The descriptions for the courses

were more complete than in other areas of the previous site. Additionally there were

links to book a course, to find a description of a certification program, and to price rates.

Although this was the most complete and thorough area of the website there was still a

need for additional improvements such as a complete directory of all courses offered.

The last part of the website about the Charities group was the least content rich

(see Appendix C-13). This was due to the new formation of the group. While the

Charities Facilities Management Group was part of Upkeep's website, the group operated

independently of Upkeep (Taylor, 2002). The placement of information regarding this

organisation on Upkeep's website was a matter of convenience at the time of its creation.

The Director of Upkeep who also manages CFMG has not had time to create a separate website (Taylor, 2002). However, Ms. Annette McGill decided to keep CFMG and Upkeep together on the same website because she is the director of both organisations.

2.4 Marketing

The ultimate goal of marketing in the long run is to produce a successful organization, yet there are many issues relevant to successful operations. Some of these issues can be controlled such as making decisions on what price to charge or what type of advertisement should be made. Other issues, however, are outside of an organisation's control, such as what actions the competition takes or the availability of new technologies. The issues that can be controlled are done so through decision-making. The decisions that prove most effective in improving an organisation are the decisions based on the results of market research. Researching the market of a potential product or service can provide a wealth of information such as the amount of existing interest, the feasibility of marketing success, and competition for similar products or services (Janal, 1998).

An important concern related to marketing is that of legal implications. The law plays a major factor in marketing decisions. Having an independent non-profit charity, like Upkeep, limits the ways that this organisation can seek aid for its 2003 move. Earned revenue may be an important source of income, but non-profits depend, usually in significant measure, on contributions (Howe, 1995).

2.4.1 Marketing in Non-Profit Charities vs. Businesses

There are many differences between a business and a non-profit charity with regard to marketing. When applying marketing techniques to non-profit organisations, those on administrative boards often attribute to marketing most of what is essentially effective management such as planning, seeing what services are needed, and by whom. Unlike businesses that have customers who buy services or products, non-profit organisations have constituents. A constituent is the recipient of a service or product. More important with respect to marketing is how programs can be most effectively carried out and be promoted to serve constituents (Howe, 1995). As with any business, non-profit organisations need to research marketing as well as the legislation. With such knowledge, non-profit organisations are able to market or advertise their service more effectively (Moutinho, 1989).

2.4.2 Service Marketing

Service marketing, the type of marketing which non-profit organisations benefit most from, has some key dimensions worth discussing. One dimension is developing a service mission, the aims and goals for marketing the service for the organisation. Another dimension is focusing on service market segmentation, focusing on certain specific markets relevant to the organisation and the service they are marketing (Lovelock, 1991). The organisation needs a way to show the intangible nature of their service, positioning or differentiation of services, which explains why outside organisations should show interest in the service the organisation provides (Payne, 1993).

2.4.3 Marketing Audience

Through Upkeep's website, the exhibition can stimulate the interest of an online audience. As stated in section 2.4.2, service market segmentation will be split primarily between organisations similar to Upkeep and property owners who are interested in the exhibition's interactive classes about property restoration. In addition, the target audience consists of those organisations and individuals who might contribute to the Upkeep's efforts and aid in the relocation of their main operations. In the context of the website project, marketing was targeted towards potential constituents in a manner to reflect Upkeep's mission statement and promote the services and programs offered.

2.4.3.1 Property Owners

Property owners are the primary patrons at the Upkeep Museum. A patron is one who buys the goods or uses the services offered by an establishment. In the case of Upkeep, the patrons are also considered constituents in that they pay to attend the classes offered by Upkeep.

The range of property owners includes homeowners and landlords. Landlords are more specifically the owners of properties (such as commercial buildings, houses, or apartments) that are leased or rented to another. Landlords are charged with the task of maintaining their property in accordance with health and safety standards. All types of property require construction and maintenance to comply with standards of living and safety. Upkeep provides the necessary services to its patrons to allow them to maintain their property. The instructional classes offered by Upkeep provide a source of funding, as there are fees for attending the classes. By attracting more patrons for the museum, funding and interest about Upkeep will hopefully increase.

2.4.3.2 Upkeep and Restoration Organisations

Organisations that specialise in the same area of expertise as Upkeep are those that are involved with the restoration and maintenance of buildings and other properties. Such organisations are one audience that may provide financial or practical aid to Upkeep. Through the aid of our upgraded website, organisations can learn about the efforts at Upkeep and take an interest in the museum. Additionally, these organisations are also considered contributors. Contributors support public service through the provisions of grants and donations. Marketing is a way to make fundraising dollars more productive, to find generous donors, and to build stronger relationships with contributors (Howe, 1995). By associating with related organisations, Upkeep may utilize the support of newfound contacts through telephone interviews, mailings and emails to insure the museum's survival into the years to come.

2.4.4 Marketing for Interest

In order to sustain interest in Upkeep, marketing is essential. Marketing has been defined as the process or technique of promoting, selling, and distributing a product or service (JPP&M, 1983). The marketing techniques require market research and contacting organisations, through telephone interviews, mailings or emails. Market research is important as it improves the decision making process of deciding which related organisations would be relevant to Upkeep (Chisnall, 1991). It is important to understand and obtain general information regarding the related organisation, this process is known as the exploratory process. The process helps gain initial feedback regarding the service being marketed and how to improve the marketing process for future use. The exploratory process can be any form of gathering information about the market of

interest, including making a telephone interview enquiring about information or looking at websites (Crimp, 1990).

Upkeep is an impartial non-profit organisation and therefore does not advertise products or services provided by organizations. Since they are unable to advertise, Upkeep needs to find alternative methods of networking with related organisations for the summer 2003 move. Upkeep will focus their service marketing techniques so that related organisations will gain interest in the charity and become contributors, which will prove to be essential for the survival of the Upkeep Exhibition.

2.5 Background Summary

In performing background research of the topics relating to helping Upkeep, we aided our understanding of how we could best meet our project goal of helping Upkeep gain financial and practical support for their 2003 summer move. Our research provided insight for use in developing methods for completing our project objectives: a website upgrade and increased networking with related organisations. Knowledge of good website design and effective ways of presenting information through the web influenced our approach to implementing our upgraded website design. Similarly our research of marketing and advertising techniques provided us with ideas to consider in contacting the related organisations that we intended to network with Upkeep.

3. Methodology

Our overriding goal was to assist Upkeep in financial and practical support through the upgrade of their website and networking with related organisations. We conducted interviews to supply us with the necessary information to achieve the website upgrade. We interviewed the director of Upkeep, Ms. Annette McGill, her assistant Ms. Claire Taylor, and the Chair of the Board of Trustees, Mr. Peter Trotman. These interview questions helped us better assess what information content and other features needed to be included in the new website. We chose to perform interviews based on the limited number of people involved in the organisation and time constraints (Berg, 2000). Next, we contacted relevant industry organisations to give them information on Upkeep and learn about their organisation. They received an email in which we asked for permission to provide a hyperlink to their website from Upkeep's webpage. Finally, we implemented a survey focused on the users to assess the usability of the new website.

3.1 Networking with Related Organisations

In order to achieve the financial stability that Upkeep desired, it was imperative to gain more attention from relevant organisations. To gain this financial and practical support, organisations needed to become more aware of what Upkeep is and what this organisation has to offer. Additionally, it was important that these organisations realize that Upkeep is a worthwhile charity deserving of their aid and support. The networking skills we used to establish a connection between Upkeep and these related organisations ultimately gained publicity and social recognition in the community on both sides.

A key task was to make sure that all likely stakeholders were informed about Upkeep. Hopefully, they would be keen to ensure its survival, which meant that networking was extremely important because they should be an integral part of Upkeep's future and longevity. However, over the past years, it appeared that these members had been less active with their support of Upkeep.

3.1.1 Identifying Related Organisations

A significant outlet for Upkeep to spread its name was through related organisations in the United Kingdom. There are many related organisations that may be able to aid Upkeep, or at least help enable Upkeep to gain publicity and support from the public. There would be no competition between Upkeep and these organisations, rather both would mutually benefit from the relationship created (Kent & Calishain, 1999). The public support from the related organisations would come by networking with government associations, local community groups, and possibly service industry businesses. Therefore, having established Upkeep as a well-known organisation, the charity will hopefully ensure survival by promoting its services to increase their income.

The project group was given extensive lists of worldwide organisations, associations, and federations. The lists included some contact information such as website addresses along with short descriptions for some of the organisations. From the information included in the descriptions and titles of the organisations, our group first created a large list of organisations that were related to building repair and maintenance. This database also included the Governing Council due to their importance and connection to Upkeep. We proceeded to narrow this list down to those that would be most relevant to the Upkeep charity. To be incorporated into this database the

organisations had to be reputable, be located in the United Kingdom, operate and maintain a website, and be related to what Upkeep offers. The database, shown in Appendix D, was designed to show the following information for each organisation: name, telephone number, fax number, website address, email address and mailing address. Not all organisations in the database had information provided in each category and initial research to fill each category was accomplished to fully compile the database.

Once the database was compiled, we prioritised the list by visiting each organisation's website, researching their pages, and then ranking the website on a scale between one and three, one with being the best. The standards used to rank the websites were similar to the standards used by www.archimuse.com to determine the award winning websites in 2002, as described in section 3.2.1. The most important aspects in ranking each organisation's website were the following: usability, ease of navigation, aesthetic appeal, informative content, and relevance of material content to Upkeep.

A ranking of one meant the website had useful information, relevant content material, ease of navigation and was aesthetically appealing to the user. In the databases some were ranked with a star next to the website ranking as well. These asterisks indicated that the website contained a feature that could be helpful to the group with the website upgrade process. Examples of why a star may have been added are that a website had a unique way of presenting links to other sites, an alphabetised site index, and an "add your own link" page, which was of particular interest to the new Upkeep website. A three, representing the lowest score on the scale, meant that the site contained less useful information and relevant content material was difficult to navigate or was not aesthetically appealing to the Upkeep user. A ranking of two signified that the site had

acceptable standards for useful information, content material, website navigation and aesthetic appeal; however, did not necessarily mean their site would be listed on Upkeep's site.

After prioritising the database by aid of discussions with Ms. Annette McGill, we created a profile information binder for all the organisations whose websites received a ranking from 1 to 1.75. These high ranking organisations were the ones that we contacted. The binder contained information on each organisation, any available contact information, and basic facts that enabled us to have a more productive conversation with the organisational representatives. It also contained a screen shot of that organisation's homepage as well as any other pages that the group thought were relevant to the upgrading and expansion of Upkeep's website. The profile information binder served as an organisation information collection device as well as a journal. As information was obtained during and after each contact with the organisation, it was recorded and dated in the binder (see Appendix E). Also, when organisations replied by email a copy of the email was printed out and placed in with its appropriate organisation.

In addition to the binder information described above, we also wrote a brief organisational description for each organisation that we planned on contacting. The descriptions came from information contained on the organisation's website and stated what the organisation was along with goals, aims, and purposes. The descriptions were kept to a length of fewer than 50 words. These descriptions were incorporated into the Upkeep website as described in section 3.1.2.

3.1.2 Related Organisation Telephone Interviews

After creating the profile information binder and the organisational descriptions, we proceeded to make telephone calls to the organisations. We decided to contact all organisations with a web rank from 1 to 1.75 as well as any Governing Council organisations. During the week of January 27, 2003, we developed a script to be used for the telephone interviews, shown in Appendix F, which included all information that needed to be presented to the contacted organisation. The profile information binder was present during all telephone interviews to help us to answer any questions presented by the organisation as well as to have information available for them.

The fist goal of the telephone interviews with these selected organisations were to establish relations and to verify or gain the correct contact information. Although we previously had obtained some contact information from websites, most proved to be outdated and incorrect. Also, for the purpose of gaining Upkeep greater publicity, we needed to contact the right staff. These included public relations and education officers. This enabled the project group to send more information through email or post to these contacted officials. The first part of the interview shown in Appendix F is a standard interview, but then as the interview progressed, it fell more into the category of a non-standardised interview and was more like a conversation with a purpose (Adair, 1989).

The second goal of the telephone interviews was to introduce the idea of creating a "Links Page" on the Upkeep website to the related organisations. This page on Upkeep's website would provide the title of each related organisations, the 50 word description of the organisations, and a hyperlink to that organisation's website. During the phone interviews, we brought up this topic to each organisation and offered to email

the description to them so that the organisation could have the chance to review it and make changes to it before the description would be placed on Upkeep's website as described in section 3.1.3.

3.1.3 Related Organisations Emails and Mailings

In order to increase attention from related organisations in and around London, we decided to speak with these organisations by following the plan detailed in section 3.1.2. After establishing contact with these related organisations, we requested that the contact person supply the group with their personal email address because people tend to respond quicker to email and this form of communication is less expensive than posting a letter (Phillips, 2001). We emailed a letter about Upkeep to each of the contacted organisations (see Appendix G). This letter contained some basic background information about Upkeep, the group goal of creating a relevant links page, a short description of the related organisation for their approval, and a link consent form for the related organisation to fill out and return to Upkeep. The consent form, shown in Appendix H, is a written contract to be signed by both the contacted organisation and Upkeep approving the addition of the organisation's description and link on Upkeep's web page. Also contained in this letter was a short description about Upkeep and its website address, in case the contacted organisations wished to place a link to Upkeep on their site.

3.1.4 Related Organisation Response Analysis

Once the organisations had been emailed or letters mailed, the responses from the related organisations were compiled and analysed. Located within the related

organisation database, there is a column that shows which of the organisations responded, whether they agreed to allow a link to their website or not, if they altered the organisational description at all and if they returned the consent form. From the database we tabulated the response percentages. The returned consent forms were placed in the profile information binder to ensure that Upkeep has authorized permission to add a link to the organisation's website. Any changes made by a related organisation to their description was recorded in the database and altered in the organisational description file. Through building new relations with these related organisations, Upkeep will hopefully gain the public's support and create more social interaction with other organisations.

3.2 Web Page Construction

The vehicle through which we can hopefully help acquire support for Upkeep is through the construction of a website. In order to create a website that can provide the greatest chance of gaining support, we obtained specific information about the needs of the website. This section covers the methods that we used to gather the necessary information from other award winning museum websites, Upkeep, and the Board of Trustees. With the data collected, a design of the website was formulated. Additionally, the interviews with Upkeep and the Chair of the Board of Trustees provided us with a great deal of feedback which ultimately shaped our final implementation of the website.

3.2.1 Criteria for Award Winning Websites

Archimuse is an independent organisation that groups museum websites into several major categories including best on-line exhibition, e-service solution, website supporting educational use, innovative or experimental application, museum professional

site, and research site. Of these six major categories, Upkeep's website is tied strongly to two categories—a site supporting educational use and an on-line exhibition. Therefore, spending time looking at these award winning websites was important in performing a critical analysis and incorporating these findings in Upkeep's website.

The nominated sites within the category of best on-line exhibition effectively displayed and presented parts of a museum's collection or an entire exhibition in a highly detailed and relevant manner. In order for these sites to be taken into consideration they had to possess some of the following qualities: good use of various media sources, methods of complimenting existing physical exhibits with those on-line, innovative means of recreating the museum experience, and actively integrating and engaging the audience through distinguishing different types of visitors.

Moreover, we looked at museum websites that supported educational use. The nominees in this category displayed and presented information about a particular subject in an engaging manner designed for a specific audience. To be considered a nominee these websites needed several key characteristics: use of additional materials for other types of educational purposes, interaction between museum staff and visitors, incorporation of physical trips to the museum with on-line visits, and a clear target audience with established protocol for teaching methods.

3.2.2 Content Interview with Director of Upkeep

By means of interviewing the director of Upkeep, Ms. Annette McGill, we determined what content needed to be incorporated into the proposed website. The interview was conducted on January 13, 2003 during which we took personal notes about what was said and tape recorded the proceedings. Ms. McGill was the ideal person to

interview being the director of the organisation and the one who created and updated the website with content in the past. The interview results were thorough enough so that all important topics and subjects were discussed and accounted for. Our interview consisted of detailed questions about Upkeep, potential contributors, training courses, plug-ins, navigation, and layout. Due to the vast amount of material that needed to be covered on the website, an interview proved to be the best method of attaining this information. A series of one-word answer questions would not suffice for our purposes. Appendix B contains the website content interview questions for the Upkeep director. From the results of the interviews with the director at Upkeep, the specified content was integrated into our project design.

3.2.3 Chair of the Board of Trustees Interview

On January 16, 2003 we interviewed the Chair of the Board of Trustees, Mr. Peter Trotman. This enabled our project group to understand what he would like to see incorporated on the new website. As the individual who plays a role in donating money and controlling the finance of Upkeep, it was important that his requests were incorporated into the design of the new website. There were three main sections of the interview focusing on website content, communications, and donations (see Appendix I). After this interview we gained a better understanding of what was needed for the website from the perspective of the Chair of the Board of Trustees. His knowledge and expertise in the United Kingdom business world and within organisations such as Upkeep helped us to understand what might entice potential donors to view and use Upkeep's website with the hope of the organisation making a contribution.

3.2.4 Iterative Construction

We used Microsoft's FrontPage software to implement the website pages. FrontPage is an efficient software tool which simplifies the task of building a website. The software possesses features that automatically generate portions of HTML code for different applications. Additionally, we used a digital camera to acquire up-to-date pictures of the exhibition to include with the associated content about the exhibition. Applying our background research of good web design along with FrontPage, we constructed new web pages for the website using iterative steps. Actual work on the coding of the website began on January 14, 2003, immediately following the content interview.

We chose to build the Upkeep website in a series of incremental steps. Reconstructing this collection of web pages in separate pieces allowed us greater flexibility and stability than building the entire website at a single point in time (Mitchel, 2002). The first major upgrade involved improving the navigational and organisational problems that hampered the original website. After the framework was established we started adding content to sections that were determined to be lacking based on the content interview.

After establishing the site organisation, we first revamped a section on training courses to include an updated calendar of events and complete course descriptions. We then added information about the Upkeep Museum with pictures and narrative about the various exhibits. The next major update involved establishing a framework for the section involved with homeowners and those interested in "do it yourself" repair work.

During this entire upgrade process we continually updated the links sections to related organisations (see sections 3.1.2-3.1.4).

3.2.5 Upgraded Website Usability Survey

Having completed the vast majority of changes to Upkeep's website, we constructed a survey to assess the website's usability. It was necessary to test the website because testing "is the best way to see whether your design ideas are giving them [the users] what they want from your site" (Lynch, 1999, p. 14).   More importantly, the survey was created with the aim of evaluating how well our website improved upon the prior site in terms of good website design practice. In designing the survey we created a series of questions for each major section of the website: "About Upkeep", "The Museum Exhibition", and "The Training Courses" (see Appendix J). The questions were worded to evaluate whether each page served Upkeep's purpose. We asked those surveyed if they found the content informative and helpful. With regard to good web design practice, we asked if the text sizes and font styles could be clearly read. Additionally, we asked if the graphics for the museum exhibits were large enough and if there were enough pictures.

The primary target audience selected for the survey consisted of class participants who enrolled in Upkeep's training courses and online site visitors. The surveys were conducted between February 4 and February 14, 2003 in which time participants in six different training classes had a chance to complete the survey questions.   We chose to target the individuals in the training classes because they are the most typical users of the website. Furthermore, this group of people provides the most financial support to the organisation. Since the training courses run throughout the day, we distributed them

during class time, prior to breaks. At the same time, we briefly described what our

project group was doing in London and informed participants about the survey. While

the training course students were on their breaks, they accessed the website via a

computer set up in the actual classroom.

Additionally, the survey was made available on the website so that others not

enrolled in the class could submit their answers to the survey as well, using an online

form. By gaining an understanding into the experiences of visitors, we revised areas of

the site that might otherwise have lacked user-friendliness. Obtaining around thirty-five

(Berg, 2002) responses was sufficient to assess how easy the target audience was able to

interact with the site.

On February 14, 2003, we reached our goal of thirty-five completed surveys. The

next step completed was the creation of a table in Microsoft Excel to convert the data into

a form better for analysing. By creating tables and graphs of our collected data, we

completed our work on our analysis of the results with ease.

3.3 Application of Methodology

After successful completion of our proposed data collection methods, we were

able to carry out our website design process and follow up on our networking leads. The

acquired information from those at Upkeep served as a basis for our analysis of how the

Upkeep website should be implemented to best promote the organisation. Successfully

promoting the organisation will grant Upkeep the exposure needed to ensure their

transition to a new location. Having conducted a thorough review of literature about

proper website design, we applied this information to constructing an upgraded design to

provide such exposure. At the same time, the implemented design meets the needs set

forth by Upkeep and that of its related organisations. Upkeep was initially seeking a quick improvement with the exposure of the exhibition and more content about Upkeep and its current dilemma. The purpose of creating an initial update was to tie together the networking end of our project. When contacting related organisations through phone and email, the information discussed could be re-emphasised on the website with the newer revisions. Additionally, our analysis of the 2002 Museum Website award winners presented us with ideas on how to relate content with the exhibits at Upkeep. Similarly, the content interview provided knowledge as to what content Upkeep needs to be included in the web pages. Having conducted interviews, surveys, and an analysis of award winning museum websites

4. Results and Analysis

This chapter provides results and analysis of our collected data. Our project had two sections, networking and website construction; however there was significant overlap between these components. First, we discuss networking with the related organisations, the results of the telephone calls and emails, as well as status of linking to the organisations websites from Upkeep's new site. Second, we discuss the website development. We began our website construction by first performing an analysis of the 2002 award winning museum websites and the content interview. The importance of the results are discussed with the application of web development for Upkeep's site. After discussion of our iterative web design plan, we present the results of a usability survey to evaluate our site for good web design practices.

4.1 Public Exposure of Upkeep

In order to increase financial and practical support for Upkeep's move in September 2003, raising public awareness of the organisation was of the utmost importance. Through networking Upkeep to related organisations this goal was achieved. Networking methods included phone interviews with public relations, media, and education officers, emails to the organisations containing the brief website description, and invitations to the Upkeep Gala event. In the following sections the results of these networking methods are discussed and analysed.

4.1.1 Contact with Related Organisations

Upon our arrival to Upkeep, Ms. McGill provided the group with a list of approximately 500 organisations located across the world. We proceeded to narrow this

list down to those that would be most relevant to the Upkeep charity. To be incorporated into this list the organisations had to be reputable, located in the United Kingdom, operate and maintain a website, and be related to what Upkeep offers. The list was originally narrowed down to 187 organisations, with which we established an Excel database file, shown in Appendix D. This database provided the organisation name, telephone number, fax number, email address, website and mailing address. However, this was not the final stage of the database. There was a large volume data missing from each of those categories in the database, so we visited each organisation's website and attained any missing information that was needed for the database.

Once all the information for the organisations had been compiled and duplicates were eliminated, we revisited each website. This was done to make sure that each one of these selected organisations operated and maintained a reliable and professional website. Criteria for remaining on the database list were that the site had to be visually appealing and contain information that would be pertinent to Upkeep. After this step, the database contained 134 related organisations.

The following step was to revisit the websites once again and give each a ranking according to aesthetic appeal and material content according to the guidelines detailed in section 3.1.1. Members of the group revisited each of the websites and ranked each individually and then the scores were averaged, thus creating scores ranging from 1 to 3, which can be seen in Table 4-1. In addition, an asterisk was noted from any website which contained information or a particular feature that was valuable to the re-design of Upkeep's website. Table 4-1 shows the exact number of organisations that fell under each web rank.

Table 4-1 Web Rank for Related Organisations

Website ranking	Number of Organisations	Number of Governing Council Organisations
1.00	33	
1.25	2	12
1.50	22	
1.75	8	
2.00	36	
2.25	6	13
2.50	10	
2.75	2	
3.00	15	5

From Table 4-1, we determined that there were a total of sixty-five organisations that were classified with a website ranking from 1 to 1.75. Looking at the organisational database shown in Appendix D, twelve out of these sixty-five organisations were Governing Council members. Fifty-four organisations fell under the website ranking from 2 to 2.75. Of these fifty-four, thirteen were Governing Council members. Lastly, fifteen organisations were classified with website ranking of three of which five were Governing Council members.

After ranking the websites, we determined that all the organisations with a website ranking from 1 to 1.75 plus all Governing Council members regardless of their website ranking would be contacted. Telephone calls were made to these final eighty-three organisations. A separate database was created for these contacted organisations that provided more information such as the contact person's name, job title, correct contact information and if they were to receive an invitation to the Upkeep Gala event (see Section 4.1.3). During the process of calling the organisations, eleven more organisations were added to the contact database. These were organisations that Ms.

McGill found and personally felt should be added because they were of importance to
increasing Upkeep's financial and practical support. Also, these organisations all
maintained excellent websites and are included in Table 4-1 with website rankings from 1
to 1.75 as well as in the total number of contacted organisations.

One main goal of contacting the eighty-three organisations was to gain approval
to post a link to their organisation on Upkeep's website. The status of adding links to the
related organisation website's to the Upkeep website can be seen in Figure 4-1. From the
organisations telephoned, we were able to get preliminary approval from forty-four
organisations to post a link from Upkeep's website to theirs. Thirty-five organisations
asked to have more information regarding Upkeep and the organisation before granting
approval. We were unable to contact four organisations due to incorrect contact
information provided on the organisation website or no answer to email or telephone
calls.
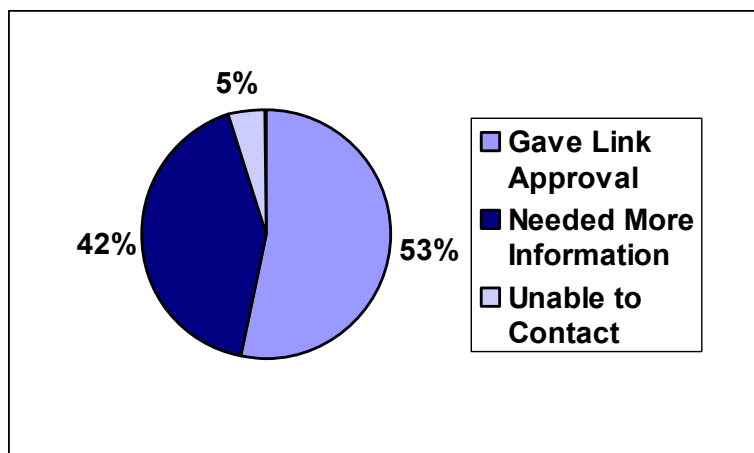
Figure 4-1 ORGANISATION LINK STATUS

Organisations that granted approval to link from Upkeep to their website as well
as ones that requested additional information were sent a letter from the project group.

46

The letter, seen in Appendix G, informed them about the Upkeep organisation and the launch of the new website. Contained in this letter was their organisation's website description written by the project group. Examples of organisational descriptions on Upkeep's links page can be viewed in Appendix K-47. Also included in the email was the linkage consent form, which can be seen in Appendix H. In this separate document we requested that they fill out the appropriate information needed so that Upkeep would have authorized permission to link. The letters were distributed to these contacted organizations through email or post depending on which method they specified. Lastly, the letter contained Upkeep's website address and a short description of the charity that could be used if contacted organisations chose to link to Upkeep's website.

Emails or letters were sent to the seventy-nine organisations that we successfully contacted. We received nineteen email responses from all organisations emailed. Of these responses, nine returned slightly altered descriptions with approval to link to their website. Another six responses granted approval with the descriptions we had drafted. Three organisations replied back saying that they had passed the information onto their Information Technology (IT) department for approval and that department would give permission. Only one organisation requested that there be no link from Upkeep's website to their website. In addition, six consent forms have been returned with authorized approval as we had requested.

Throughout the project, the profile information binder was continuously updated to provide information on the organisations the group contacted. Each organisation's description started with a Microsoft Word file, which contained all relevant contact information, the website address, the purpose or aims of the organisations, basic content

of the website and any comments used for the upgrade of Upkeep's website. An example

of the format used for the Word file is located in Appendix E. In addition to the Word

file about the organisations, screen shots of the organisation's homepage and other

relevant pages were added. Finally, as email responses from the contacted organisations

came back, they were printed out and incorporated in their respected profile within the

binder.

4.1.2 Related Organisation Website Links

The greatest result seen from this project is the increased networking between

Upkeep and relevant organisations which were intended to increase financial and

practical support for Upkeep. All the work of contacting these organisations through

telephone calls, emails, and invitations to the Upkeep Gala event has been merged onto

the "Links" page, of which a sample can be seen in Appendix K-47. The "Links" page

was the last feature added to Upkeep's website upgrade and is only one part of the overall

redesign (see section 4.2.4 for other parts of the website).

The "Links" page was alphabetised according to the name of each organisation.

Every organisation that we included in Upkeep's "Links" page has the title of

organisation, a link to their website's homepage or the page best suited for the Upkeep

user and a short fifty-word description. The short description was written to easily help

the Upkeep user become more familiar with what each of these organisations has to offer.

The description includes such information as the organisations' mission statement, their

goals and aims, and services that they provide.

Eighty-three organisations were contacted though a phone interview and sent

information through email or letter so that we had authorized permission to link to their

website as well as for them to have the chance to check the text of the short description for their organisation to be placed with the link on Upkeep's website. Having done this we have removed any possible liability problems that any of these organisations might have with Upkeep. Another intent of communicating with them before hand was to build relations with these organisations who previously may not have been aware of Upkeep. At the time of our departure there were eighty-two links to related organisations on Upkeep's website, because one organisation responded saying that they did not want to link websites. We put links to related organisations for all organisations researched, therefore eighty-two links were added. We wished to have waited for approval from all the organisations, but there are no laws against posting links to other websites on your website. The links page was assembled in such a way that if Ms. McGill becomes aware of more organisations she would like to be associated with, addition of them would be quite easy to the Upkeep website links page.

4.1.3 The Upkeep Gala Event

Of these eighty-three contacted organisations Ms. McGill decided to invite forty-four to the Upkeep Gala event, which was held on February 20, 2003. These organisations were invited because she felt that they would be best to help facilitate the needs of Upkeep. These organisations received emails that were slightly altered from the ones sent to the other thirty-five organisations that we successfully contacted. The revised letters contained a short description of the Gala and an invitation to attend the event. The email also stated that the contact at the organisation would be receiving an invitation through Royal Mail. The purpose of this function was to launch the new website publicly to these organisations as well as for Ms. McGill to officially announce

that Upkeep needs help finding a new home by September 2003. These invitations were sent to public relations or marketing representatives, directors, and executives of the organisations whom we had established contact with. Invitations were sent to these individuals because they would be in the best position to help with Upkeep's needs.

The agenda for the Upkeep Gala event was as follows: certification ceremony for the City and Guilds training course completion; a speech by the Director of Operations for the City and Guilds program; a presentation of our project revealing the new Upkeep website; a presentation by Ms. Annette McGill about Upkeep needing to relocate before September 2003; and finally a luncheon that was held in the Upkeep Museum. Although only three organisations from the forty-four we invited attended the Gala event, many valuable connections were established through other representatives previously invited by Ms. Annette McGill.

4.2 Upkeep Website

Several user groups significantly benefited from the upgrade and expansion of their website, specifically the professionals seeking building education and members in related fields. These crucial contacts were established among the restoration and maintenance communities that are now linked to Upkeep. As a result Upkeep received several offers for a new location on their 2003 move. Additionally, the creation of the website and the link's pages provided a service to the online community at large.

4.2.1 Analysis of Award Winning Websites

After we examined many of the websites in the categories of best on-line exhibition and best website supporting educational use we thoroughly examined the

winners in their respective category. Using the websites as models that came in first place, we tried to incorporate the features and ideas from these successes.

4.2.1.1 Best On-line Exhibition

The award winner of this category was, "Jasenovac: Holocaust Era in Croatia 1941-1945" located at http://www.ushmm.org/jasenovac. This website was notable not only for its overall ease of use and visual appeal, it also performed admirably integrating various types of media including video and audio in the recreation of an emotionally charged era of history. While Upkeep's museum falls under the category of a special interest museum and does not fit into the same category as a history museum, the manner in which the exhibition is presented is still relevant. To a very large extent the Jasenovac website was awarded first place because of the rich media content. However, we determined from previous content interview (see Appendix B) that large files like audio and video were not desired for the upgrade of the new website due to download times. Despite these limitations, The Jasenovac website excelled in complementing the existing physical exhibition by drawing the visitor into the story. Using this same approach we were able to enhance the Upkeep website by providing descriptions of the rooms in the exhibit (see section 4.2.4.4), but did not replace the functional significance of the physical exhibits.

4.2.1.2 Best Museum Website Supporting Educational Use

Distinguishing itself from the rest of the nominees was Ology at http://www.ology.amnh.org with a rich demonstration of resource and reference materials and a clearly definable audience. This website specifically targeted children between the

ages of eight and twelve as was evidenced by the colourful and playful graphic design. Similarly, Upkeep's website was redesigned with an unmistakably identifiable audience that focused on practical education for adults and other building professionals. The understanding of Upkeep's visitors was reflected in the design of the navigation bar, which contains buttons for both professionals under "Training Courses" and for non-professionals with the button "Looking After Your Home." Ology's website also had a great depth of information on their educational offerings from lesson plans to projects. In contrast, it would be inappropriate for Upkeep to put their entire course in an on-line format. This would not be a suitable replacement for recreating the educational experience enjoyed by those who take classes in the museum.

4.2.2 The Chair of the Board of Trustees Interview Analysis

On January 16, 2003, our project group interviewed the Chair of the Board of Trustees, Mr. Peter Trotman, of which a transcript is located in Appendix I. It was necessary to interview him to gain an understanding on what the Board of Trustees and Governing Council would like to see incorporated into the new website. As the main individual who plays a role in donating money and controlling the finances of Upkeep, it is important that his requests be incorporated into the design of the new website.

From this interview, we received useful information as to what should be included into the new website. His input was very valuable, as he has been in the engineering and construction industry for approximately forty years as well as an educator for the past fifteen years. He was asked a series of questions concerning communications, website content, and the donations section of the site.

Concerning communications, Mr. Trotman indicated that an email newsletter, although found to be annoying by some, is a very good way of receiving organisational information. He suggested using some influential first few words in the opening is an effective way to grab a person's attention and to make them look at the newsletter to see what is happening. A newsletter that arrived either quarterly or monthly would be the most practical, as it cannot be seen as bothersome or as a nuisance since a newsletter dose not get sent that often. Also, this will allow each issue of the newsletter to be filled with the most relevant of articles and will decrease the need for fillers. We have concluded from what Mr. Trotman has recommended that including a page on the website or a part of the newsletter that contained names, phone number, addresses, and positions of both Upkeep administrators and the Board of Trustees would not be in the best interest of the organisation. He explained that some members of Upkeep might not feel secure about who would have access to their information.

The questioning concerning web development was of the most use to us since this was our primary focus. The most useful suggestion given by Mr. Trotman that we have integrated into our website is that of a donor page. Anyone who makes a contribution or donation to the Upkeep organisation will be included onto a donor page. Mr. Trotman stated that manufacturers would want to see their name up on someone's website as a sign of appreciation for their actions towards another organisation. Separate from a donor page, which will be mainly for monetary contributors, would be a volunteer page that would specifically be used for people to sign up to volunteer at certain events or museum tours. One of Upkeep's main problems was that only two people currently work for the museum. As a result, there has been a lack of time to allow people to see the museum. If

people were trained and then allowed to volunteer to give tours through the museum then the financial needs of the museum might be met. Also, it seems that there is an interest in the voluntary sector by retired people.

Mr. Trotman's responses concerning how and if donations could be made on-line helped our project group make decisions about whether or not to incorporate that onto the website. We have concluded that an on-line donation page where you could enter in a credit card number would be inappropriate and financial results would be negligible for this organisation. They do not receive enough donations through traditional means like other museums. Therefore, paying for a service that allows on-line donations would be an inefficient means of increasing donations. Also, we are not including a way for an organisation to check how much it has donated, either monetarily or voluntarily, because the majority of Upkeep's contributors are from within the organisation (i.e. Board of Trustees and Governing Council).

Finally, additional points of interest received from Mr. Trotman were that a virtual tour or slide show of the museum would be of most interest to the average visitor to Upkeep's website. Having this information available would entice people to come down to the museum to get the informational filled tour rather than just seeing a short, one sentence description of a picture showing that part of the museum.

4.2.3 Content Interview Analysis

On December 16, 2002, we conducted our content interview found in Appendix B with the Director of Upkeep. The transcript was created from a tape recording of the session in conjunction with our personal note taking. Through conducting the interview

with Ms. Annette McGill we were able to ascertain what content to include in our

implementation of the website.

4.2.3.1 About Upkeep

We began the interview by talking about the background of Upkeep. This

revealed what contact information and description we would use for the "About Upkeep"

web page. In addition we learned we must keep the organisation's logo depicting the

hands supporting a house. We were given permission to redesign the logo differently but

the design would have to remain similar to the previous one.

4.2.3.2 Extra Features

In the next section of the interview we brought up our suggestions for additional

new features to improve interest on the site. We agreed that the site was lacking

information and pictures of the exhibits. Therefore we made the decision that the

museum exhibition page was a high priority in our website implementation. Also, we

learned that there were not many photos of the exhibits due to poor lighting in the

basement location at South Bank University. Therefore we decided to take new pictures

and edit them with Adobe Photoshop in order to enhance the images. However, other

features such as an online forum and the ability to receive Upkeep news through email

were agreed to be too much work for the staff of Upkeep to continuously update and

respond to.

4.2.3.3 Contributors and Related Organisations

Another important aspect of the new website were the pages relating to

organisations relative to Upkeep's area of specialty found in the "Links" section. Since

the director is not a professional web designer, we were left with the task of deciding how the organisations would be presented on the "Links" page based on our background research. We agreed that the links to these organisations should be arranged in a logical categorical scheme. A crucial topic that we discussed was that of the move scheduled for the summer of 2003. From the interview our group and the director both decided that a page would need to be created to present Upkeep's need for help and how people and organisations can assist.

4.2.3.4 Training Courses

With regard to the training courses, we had already recognised their importance for Upkeep and determined that the descriptions needed to be more thorough. From our interview we learned that all the available courses were not on the website and that some were missing from the training calendar. Afterwards, the possibility of online booking for the courses was discussed. Our group and the director collectively decided against the use of online booking. The decision was primarily based on previous problems where people would sign up for the class before they got approval from their employers. However, the idea of providing downloadable PDF files of the course pamphlets was agreed to be a good way to provide additional information for those interested.

4.2.3.5 Content Viewing

The final time during our interview was spent discussing how the content on the web pages would be viewed. Collectively we discussed all the possible search features and navigation systems we learned about through our background research. Keyword, site map, and index searching were agreed by all to be appropriate for Upkeep's needs.

Our decision was based on the rationale that if the website presents more ways of searching the content then visitors can find what they are looking for with ease and speed. Lastly, we brought up how all the content should be referenced. Having no previous organisation of the exhibits and training courses on the website we found we would have to develop our own categorical scheme for organisation.

4.2.4 Website Development

Having completed our content interview and background research of web design, we planned out how we would implement the website. Sections of the website that were prioritised as being the most important included: "About Upkeep," including a page about their move, "The Museum Exhibition," and "Training Courses." We were able to determine what content we would incorporate into the website after the interview and an inspection of the exhibition.

After these high priority pages were completed, our last major addition to the website was the creation of the "Links" pages. This section contained an alphabetical listing of all the organisations as well as two other pages with these links sorted by category and exhibition. The following sections describe the website in more detail, with the exception of the "Links" page which was discussed in section 4.1.2. The website pages can be found in Appendix K.

4.2.4.1 Iterative Design

Due to our limited time for the project we decided the best method for implementation of the site would be to build the pages in iterative steps. The initial steps consisted of working on the pages marked as high-priority, whereas the later steps were

pages which did not contribute significantly to the Upkeep website. The priority of the pages were ascertained from referring back to the transcript of the content interview found in Appendix B. It is important to note that many of these pages went through several iterations before they were completed. Examples of such iterations and this laborious process are evidenced in our weekly project agendas found in Appendix L.

4.2.4.2 New Navigation System and Search Features

The navigation system was drastically restructured from the original version. The original website's navigation feature top and side navigation bars that were inconsistent throughout the entire website (see Appendix C). We corrected this by introducing a single top navigation bar constructed of familiar tabs. The page of the website that is currently open is indicated by a white tab whereas the other available pages are indicated by a grey tab (see Appendix K). Located under this tabular menu are the sub categories within the larger section. Finally, at the bottom of the page is a bottom navigation bar that has links to some of the most commonly accessed and popular parts of the website.

In addition to the navigation bars, we added a site map that clearly displays every page on the entire website (see appendix K-52). Each major section is listed and the corresponding pages can be found underneath the headings. This enabled the visitor to see the organisation and structure of the website.

We implemented the Pico web based search engine for a variety of reasons. Pico is a free web based search engine that does not advertise any third party products or include pop-up windows. Since the actual search engine is not located on the same server as Upkeep's website, it can function easily wherever Upkeep's website may be hosted in the future.

The search feature was very simple in design and similar to other common internet search engines. The user entered a word or phrase into the empty form on the web page, clicked the search button, and was taken to another page that returned a list of search results comprised of links to pages within the internal Upkeep website. Each result on the page contained the page title, a brief description of the corresponding text that contains the search string, as well as the exact website address.

4.2.4.3 About Upkeep

The "About Upkeep" section now contains contact information, maps and directions, background information, information about the summer relocation, and information on as the members of the Governing Council. The results of this page can be found in Appendices K-2 through K-6. The page on background information incorporates the previous description found in this section but organises it into four distinct categories: "identity", "an independent voice", "finance", and "status". The contact information includes postal address, telephone, fax, and email information, and a link to travel instructions. The maps and directions page includes a graphically optimized version of the previous map that takes less than half the time to download than the previous graphic. Additionally, there is now a page that lists all the organisations that are part of the Governing Council. Furthermore, the most significant addition to this section was the relocation page which explained in detail the requirements of the organisation for their new move.

4.2.4.4 The Museum Exhibition

The Upkeep Museum web pages can be found in Appendices K-7 through K-21. The museum web pages contain a gallery at the very beginning page from which the user is able to select individual exhibit sections. The actual pages of the exhibits give a glimpse of what the museum has to offer. The goal of a museum section on the website was not to replace the experience of visiting the museum itself but to entice the visitor to come for an actual visit.

Each museum exhibit page has a description about what can be found in the exhibit as well as picture and a caption highlighting an interesting section. Moreover, there are three links under each exhibit to other pages within the internal website. The first link brings the website visitor to a page on advice specific to that exhibit. Following this is a link to the related organisations pages that groups several organisations by subject of the museum exhibit. Finally, the third link goes to any related courses that make use of that particular exhibit in their training programs.

4.2.4.5 Training Courses

The training course pages are shown in Appendices K-25 through K-43. There are five distinct sections including background about the courses, a calendar of all the training courses, information on the City and Guilds certificate, training frequently asked questions, and booking instructions. The background information section gives a brief overview of the four other sections of the training courses.

One of the most content rich section of the training course section is the training calendar. This page has a complete listing of all the training courses offered for six months of the year. Previously, only three course descriptions were linked to the training calendar. Pages for all of the courses mentioned in the training calendar were created and linked to the calendar. Each training course page has information about the date of the course, location, goals and objective, intended audience, outcomes, key points, prices and booking information.

The section about the City and Guilds certificate is similar to the format of the individual training courses and contains similar information. However, it goes into further detail about what successful graduates with the certificate can accomplish in the working environment. The "Frequently Asked Questions" page includes information on the pricing bands, value added tax, location and time of training, terms and conditions, cancellations, transfers, and privacy of data. Finally, the booking section provides additional information about the pricing bands as well as instructions on how to book a course with a downloadable PDF file of the booking sheet.

4.2.5 Upgraded Usability Survey Results

The purpose of conducting our survey was to evaluate the usability of our newly created website. The survey questions distributed can be found in Appendix J. Using our background research we created the site with good web design concepts in mind. Therefore, the survey was our way to confirm that what we created met those standards, as well as ask questions about improving site traffic to the website. Between February 4 and February 13, 2003 we successfully reached our target goal of thirty-five surveys. Of those surveys, 15 were from people who attended Upkeep training courses while the

remaining 20 were generated from online visitors and other people who had never visited the site before. After receiving all the completed surveys we compiled the numbers into a table that can be found in Appendix M.

This section of the report provides the survey results. From analysing the data we drew conclusions about what people thought about our website with regard to good web design and we also listened to their suggestions. For questions that asked the survey taker to rank a feature on a 1-5 scale, we calculated the mean value. For example, in calculating the mean value of those who thought the font was easy to read, we performed the following calculation: [(27*(1) +4*(2) +4*(3) +0*(4) +0*(5)) / 35], where 27 is the number of people who chose 1, 4 is the number who chose 2, and 4 is the number of those who chose a rank of 3. The result of the calculation, 1.34, is the mean value and therefore best represents how our survey takers collectively felt about the question.

4.2.5.1 Background Section

The survey began by asking some simple questions about the background of the person completing the survey. Of those who had attended training courses only 85% had previously visited the website. The other 15% who had not visited the site before consisted of a population of 76% without an internet connection. Of the 85% that did visit the site, 71% visited the site for information about the training courses. These statistics show that people, primary housing managers, are visiting the website for the purpose of finding out about the training courses. The results of this line of questions show that people who are interested in Upkeep's training courses are actually taking advantage of the website to learn more about Upkeep. Those who pay to take the courses are important to Upkeep as a primary source of income. Therefore it is important that

these supporters are made aware of Upkeep as much as possible. Through the analysis of our survey it appears they already are well aware of the Upkeep website.

4.2.5.2 Top Navigation Bar

A key component to good website design is having an easy to follow system to navigate the different pages throughout the website. Using a scale of 1-5, the mean value from the population surveyed was 1.34. A value of 1 meant that the buttons were easy to use and understand. Therefore our navigation buttons comply with good website design. In the question about the size of the buttons, a value of 3 represented the correct size of the buttons. The mean value of 3.14 shows that people thought our buttons were designed well. Regarding the descriptions in the navigation bar, a value of 1 represented that the bar had good descriptions. The population mean value for this question was 1.6, which meant that the descriptions were sufficient. We also asked if the users thought that the font was easy to read on a scale of 1-5 where 1 represents an easy read font. The result was a mean value of 1.34 proving that our fonts were easy to read. Additionally, 97% said the subcategories under the navigation bar were sufficiently descriptive. All these elements made for a valid navigation system. Our survey results therefore confirmed that our navigation for the site does meet good web design practice.

4.2.5.3 Overall Site Content

The overall site content section questioned the user about the main areas of content: "About Upkeep," "The Upkeep Museum," "Looking After Your Home," and "The Training Courses." Since these are important pages on the website we needed to make sure that there was enough information to satisfy visitors. 100% of those surveyed

found our description of Upkeep to be adequate, 94% found the contact information sufficient, and 86% found the map and travel instructions useful. When asking about the Museum exhibition pages, 80% found the online exhibits helpful and informative. 65% said there is a sufficient amount of pictures while 72% said the pictures were large enough to see clearly. The "Looking After Your Home" section is relatively weak at the moment and lacks informative advice. However, the work required to further develop this area of the site was agreed to be outside the scope of our project by our group and the director during the content interview. Yet, 83% of those surveyed replied that the section does provide useful information. The last critical area is that about the training courses. We determined that 89% found the description of the courses to be well informative while 86% found the booking procedure listed online clearly understandable. In addition to a line of questioning about the training courses, we also asked about what features our target population would like to see online. Some of the ideas we received were to have comments posted from people who have attended previous courses, more information about the classes, a breakdown of the course in more detail, and the qualifications of the course leader.

4.2.5.4 General Content

The general content section of the survey covered how the content was presented and how people navigated through the pages. The purpose of this section was to evaluate our website to ensure that people did not get lost but rather found what they were looking for with ease. At the same time, the text they are presented with should be clearly readable. A total of 92% stated that the text was large enough while 100% said the text font is clearly readable. Additionally, 95% reported that they liked the graphic layout of

the pages. More important is that 89% said they found what they were looking for and 77% said they did not get confused when searching. With regard to searching the content, 74% said they used the top navigation, 40% used the keyword search, 66% used the site map, and 29% said they used site index. We decided to keep all the search features as a mean of easing the processing of finding the correct content.

4.2.5.5 Follow Up

The follow up portion of the survey informed us whether or not our website holds the interest of Upkeep's visitors. 92% said that they would revisit the website. In hopes of revising the site to accommodate those who would never return the site, we asked why they would not return. The survey showed that people (8%) who said they would not return to the website would have liked to find information about professionals in the building and construction area.

4.2.5.6 Website Revisions from Survey Results

Based on our survey results people found the size of the pictures on the "Museum Exhibition" too small to recognize. In light of this information we replaced the existing exhibit photographs with ones larger in size. Also, to address the problem of people not being able to find what they want, we added more links to our site map page and re-indexed the web pages for the keyword search to return more search results.

4.3 Results and Analysis Summary

Through our networking and website construction efforts, we met our goal of assisting Upkeep by improving support for their organisation. First, networking provided renewed connections and new contacts with related organisations. These contacts and the

website links serve to promote Upkeep publicly. Secondly, website construction

provided Upkeep a useful and appealing website for both their current and potential

users. The technology used to aid in the construction of the website will aid Upkeep by

providing practical support, which has the potential to attract other organisations or

donors whom may provide financial support.

5. Conclusions and Recommendations

We have successfully completed the two main objectives of our project; networking with related organisations and upgrading Upkeep's website. The first half of the project, networking with related organisations, included a number of iterative processes. We started off with a single database containing some information on a number of organisations. As we collected more data concerning these organisations such as phone numbers, mail addresses, email addresses, internet addresses, and contact persons, the database grew in size. We narrowed the list to 134 related organisations from approximately 500 organisations based on the criteria that they must be located in the United Kingdom and maintained a website. The websites for these related organisations were researched and analysed, then they were ranked on a scale of one to three, where one represented all good website design criteria.

A profile information binder was made containing printouts of each organisation's home page and any other pages that might help with Upkeep's website upgrade. Each profile started with a cover sheet that contained the title of the organisation, the website address, contact information, and any information that helped us communicate better with the contact persons when we conducted the phone interviews. This binder served as a resource when we contacted the organisations and was also used as a method of keeping track of the contacts made with the organisations. The binder will also serve as a resource for Upkeep in any future dealings with related organisations, as well as keeping track of contact with them.

Every time we conducted a phone interview information was added to the binder as to how the interview went and if any data needed to be changed. We contacted all

organisations with a website rank of 1 to 1.75 and any organisation on the Governing Council. Through these telephone calls we requested a link be placed on Upkeep's website to theirs, and we urged them to view Upkeep's website for further information about Upkeep, their purpose and activities. We also emailed organisations, once again, urging them to view Upkeep's website and approve the link from Upkeep's website to the organisations website. The results of these networking activities are shown in the organisational database and binder, which show the status of linking our website to their website, if the organisation has replied, returned the consent form, and all contact information is present. Eighty-three organisations were telephoned and emailed regarding the link request and as a result, eighty-two links to related organisations were added to Upkeep's website, one organisation did not want to link.

While networking with related organisations, we also upgraded and redesigned Upkeep's website. Overall, the website was constructed with a wide range of compatibility for different computers and Internet browsers to ensure that everyone on the WWW can experience our newly created website with ease. The format in which we created the website adheres to researched design standards so not to discriminate against those who are vision impaired. Through our survey about the usability of the website prior to our final implementation we found some areas of good web design to be lacking. However, we were able to make corrections to the navigation of the site since a small number of people reported that they got lost or confused when browsing the site. Also, our study of the 2002 museum awarding winning sites in our methods provided us with some ideas for displaying the exhibits offered at Upkeep. The original 2002 Upkeep website had only two pictures of the museum exhibition and a one paragraph overall

description. After the completion of our project, every exhibit had its own picture, exhibit description, picture description, related organisation links, and related training courses posted.

Although the advice section for homeowners was agreed to be outside the scope of our project, we found the section to be of great interest to those who completed our usability survey. Therefore we created a template to ease the process of an eventual addition since 96% of our survey takers found the section to contain helpful advice.

Overall, the amount of content on the Upkeep site has improved substantially from our work. The "About Upkeep" section clearly informs visitors of what Upkeep is about and provides instructions on how people or organisations can support Upkeep. Additionally, we found a solution to integrate the links obtained from our efforts of networking with related organisations. By using our time to organise the links in a meaningful scheme we save site visitors from wasting their time in lengthy searches for the same information.

One of the most dramatic improvements we made to the Upkeep website is the use of new navigation and search features. There is no point in having a content-rich site if one cannot find what they are looking for. Therefore we implemented an easy to follow navigation bar at the top of each page for visitors to find what they are searching for. By following the subject descriptions on each section tab one can easily navigate the website. Alternatively, users can use the keyword search feature to type in words that relate to their topic and receive back a list of Upkeep's pages containing that material. A site map outlining all the major pages of the website was made available for those without the patience to click through the navigation tabs to get where they want.

After successfully designing and implementing the upgraded website, Upkeep now has a modern day publicity tool to support them well into the future. Today there are over one hundred million people around the world with access to the World Wide Web. Through the use of the Internet, anyone can visit Upkeep's website to learn about looking after their property as well as the organisation itself. Those who have already heard of Upkeep and are interested in its training courses can learn more about the classes as well as have access to supplemental learning material available online.

Some long-term networking goals for Upkeep after the project's completion are: to keep connections with related organisations alive and to enable them to gain financial support or practical support from related organisations. These goals are important to the survival of Upkeep and our project has laid the groundwork for the administration to continue our efforts through the contacts made with eighty-three organisations. The profile information binder created will also enable Upkeep to view the organisations to determine which organisations they would like to continue contacting in hopes of financial and practical aid. Our accomplishments during our project have provided Upkeep with a substantially improved website and have increased public knowledge of Upkeep in the United Kingdom community with organisations that are closely related to Upkeep's area of specialty.

The new website will act as an exposure tool for Upkeep and will most likely increase the number of supporters for the organisation. Whether people are interested in booking a training course, becoming a potential contributor, or linking to the site as a related organisation, Upkeep will gain more attention from a much larger audience. The website now serves as a powerful method of providing information about the mission of

Upkeep and how people and organisations can help. In turn, our work with the website will help Upkeep in its task to find the financial and practical support necessary for the planned move in the summer of 2003. Additionally, the Upkeep website doubles as a tool to help its visitors. People can now visit the site and get impartial advice about how to look after their property and find links to organisations that can help as well. Therefore, in addition to helping Upkeep we are also providing a service to the online community at large.

References

Adair, John. (1989). <u>The Effective Communicator.</u> London, England: The Industrial Society.

American Association of Museums (2002) Fact Sheet. Retrieved November 13, 2002, from World Wide Web: http://aam-us.org/aamfaqs.cfm

Belcher, M. (1991). <u>Exhibitions in Museums.</u> Washington, DC: Smithsonian Institution Press.

Berg, B. (2000). <u>Qualitative Research Methods for the Social Sciences</u>. New York: Allyn & Bacon.

Brinck, T. (2002). <u>Websites that work: usability for the Web.</u> San Francisco: Morgan Kaufmann Publishers.

Chisnall, Peter M. (1991). <u>The Essence of Marketing Research.</u> Hertfordshire: Prentice Hall International Ltd.

Crimp, Margaret. (1990). <u>The Marketing Research Process, Third Edition.</u> Hertfordshire: Prentice Hall International Ltd.

Doyle, B. (1996). <u>Disability Discrimination Law and Practice.</u> Bristol: Jordan Publishing Limited.

General Assembly of ICOM (1989) ICOM Statutes. Retrieved November 13, 2002, from World Wide Web: http://icom.museum/statutes.html

Goto, K & Cotler E. (2002) <u>Web Redesign: Workflow that Works.</u> Indianapolis: New Riders.

Howe, F. (1995) <u>Welcome to the Board.</u> San Francisco: Jossey-Bass Publishers.

Internet Software Consortium (2002). Internet Software Consortium – Number of Internet Hosts. Retrieved November 22, 2002, from the World Wide Web: http://www.isc.org/ds/host-count-history.html

Jamsa, K. (2000) <u>Web Animation & Interactivity.</u> New York: Delmar.

Janal, Daniel. (1998). <u>Online marketing handbook: how to promote, advertise, and sell your products and services on the Internet.</u> New York: J Wiley.

JPP&M (1983). <u>Journal of public policy & marketing.</u> Ann Arbor: The Division.

Kent, Peter and Tara Calishain. (1999). Internet Marketing and Promotions. Colorado:
    Top Floor Publishing.

Lovelock, Christopher H. (1991). Services Marketing, Second Edition. New York:
    Prentice-Hall, Inc.

Lynch, P. (1999). Web Style Guide: Basic Principles for Creating Websites. New
    Haven, CT: Yale University Press.

Manoog, B. (personal communication, November 19, 2002). Visit to American Sanitary
    Plumbing Museum in Worcester, MA and interview with Administrative Director.

McGill, A. (2002). Upkeep Home Page. Retrieved November 4, 2002, from the World
    Wide Web: http://www.sbu.ac.uk/upkeep/

McGill, A. (2003). Personal Communications.

Meadhra, Michael. (2002). How to Do Everything with Dreamweaver MX. Berkely,
    CA: McGraw-Hill.

Mitchel, B. (2002). Website Planner: A Practical Guide to Planning Your Web
    Presence. New York: Longman.

Moutinho, Luiz (1989). Cases in Marketing Management. Wokingham, England:
    Addison-Wesley Publishing Company.

Museum Association (2002) About the MA. Retrieved November 13, 2002, from World
    Wide Web: http://www.infosite.co.uk

Nettleton, N. (2002). How to Build the Coolest Website in Cyberspace. New York:
    Sterling Publications.

Paciello, M. (2000). Web Accessibility for People with Disabilities. Lawrence, KS:
    CMP Books.

Payne, Adrian. (1993). The Essence of Services Marketing. Hertfordshire, England:
    Prentice Hall International Ltd.

Phillips, David. (2001). Online Public Relations. London, England: Kogan Page Ltd.

Powell, T. (2000). Web Design: The Complete Reference. Berkely: McGraw-Hill.

Taylor, C. (personal communication, November 27, 2002). Conference call to answer
    questions about the Upkeep organisation.

Wittlin, Alma S. (1970). <u>Museums: In Search of a Useable Future.</u> Cambridge, MA: MIT Press.

Appendices

Appendix A: Conference Call with Ms. Claire Taylor

Phone call with Upkeep
Date: 11/27/02
Time: 8:40 a.m. Eastern Standard Time
Representative for Upkeep: Claire Taylor
Representatives for WPI: Tony Danna, Christina Hancock, and Brian Weiner

General

Q: When was Upkeep started?

R: Upkeep was started in 1979, originally called The Trust for Training and Education in Building Maintenance and we were actually located in Hampton Court Palace. It's a very nice place just outside of London, and it belonged to King George VIII. They had approximately 8,500 square feet in the palace, but unfortunately had to leave because the palace started charging them rent and they couldn't it, that is when they move to South Bank University.

Organisational Guidelines

Q: Are there any guidelines for receiving donations and funding that would be different from any other organisation? It also says on website that you don't advertise?

A: Right, we don't advertise any commercial products. We mainly rely on our training courses to make most of our money. We ask for donations and other physical goods for our exhibitions, but other than that there are no guidelines.

Q: Have you ever considered the possibility of underwriting?

A: I am not really sure what that is exactly so no I don't think so. One thing we have really looked into is actually having a membership of Upkeep and raising money that way. Also, that membership might be in conjunction with other organisations so we could help each other out, which Annett has evidently looked at this recently.

Q: We also wanted to know if Upkeep belonged to any museum associations? If not, have you ever considered applying to them?

A: No we don't. We would like too, but at the moment we don't hold any pieces that would consider us to be a museum. The Museum Association said you had to have

certain basic artefacts, which we don't have. We would like to get rid of the exhibition name because we feel more people would come if it were a museum. We would like you to look into that if possible for us when you come over to London

Q: Have you ever considered applying for any governmental grants or funding before?

A: I think we have, actually I think we started off with grants and aids from private institutions, not government, from people who are connected in some way with the work that we do. Couldn't quite tell you if we have applied for governmental aide. In England there are thousands and thousands of charity organisations and there tends to be different organisations that run the funding to the charities.

Q: You mentioned that you have 40 members on a governing council and that they are related to Upkeep. Could you give us some more information related to this?

A: These people attend the AGM (Annual General Meeting). These people are related to Upkeep or such trade organisations as construction, plumbing, electrical etc. Also, these people are run under a 7-member board of trustees. Basically everything we do runs through this board of trustees. They have voting rights/veto power and get to make the important decisions. The people on the 40 member board are trying to get to the 7 member board of trustee's as far as "power" or say in matters are concerned, its higher up on the pyramid. The general purpose of the governing council is for funding and administrative purposes. When Annette said she lost contact with the governing council it more or less means that some people are more involved than others not that she doesn't speak with them.

Website

Q: Ms. McGill recently started up CFM SIG. Do you intend on making that part of Upkeeps website or is that something that will be entirely separate from it on its own?

A: Yeah that's another thing Annette would be best to answer. She had just recently started that up on her own but its not part of the Upkeep organisation. It's something that she has taken charge of and it relates to Upkeep but looked at by our board of trustees. CFM SIG hasn't taken off yet; we are still in the starting stages of it.

Q: So when we upgrade Upkeep's website you see CFM SIG as something entirely separate from the Upkeep web page?

A: Yea, probably something we could link into it. This is something we could go over later when you come over.

Q: You have mentioned that you will be moving from South Bank University?

A: Yeah, SBU has sold the building we are currently using which means we have to find a new place to go that can actually fit the exhibits and is cheap enough to afford.

Q: Do you plan on moving the website from SBU's web servers or creating your own web server and hosting it by your own means?

A: That's actually something we haven't looked at yet. I think that we are going to create another one. You know how you go to an old page and its says this page is no longer here but click here and it will get you to the new page. I think that's what we want to do for a while (Claire really is not sure what Annette has planned for that).

Q: Also, in a relevant email Annette mentioned that she wanted to link to relevant organisations, could you explain?

A: Yeah, basically what she is looking at is to have you guys look at the website and think about a way it can be extended because you have probably noticed that it is kind of small and very plain! She wants to look at the idea of either indexing it by building topics (plumbing, electrical, draining) or by audience (homeowners, housing corporations). She wants you to set up some sort of web page designs of what you think it will look like and then once we sort of finalize what it will look like, then actually contact organisations in London that have to do with each of those topics and check them out. If they are happy to do so, then link their website to Upkeep's new one, and offer a link from our website to theirs.

Q: Did you plan on having us create the pages before we came to London or create them while we are in London and then go about the process of contacting these other industrial organisations?

A: I believe Annette is under the assumptions that you guys would start now, but we are not quite sure what kind of a time frame you guys have left before you come over.

Q: We received some information about the museum in the pamphlets you sent us, we were wondering if you were intending in putting a lot of the information from these pamphlets onto your website because it seems like there is all this great information out there that just needs to be on the web?

A: This is our idea of the website: a) let people know about Upkeep, b) let them know about the exhibitions and c) let them know about the training courses because basically this is all of our funding. So yeah, we need to be extending quite a bit and I actually have a whole packet more that I am suppose to send out to you today.

Q: In addition to increasing content about the training courses do you have any special features that you would like to add to the website; chat rooms, web mail, and web cams?

A: Oh god I don't know (laugh), Annette didn't mention any of that to me, but I don't think so. I'll write it down and let her know and she can get back to you on it.

Q: You mentioned a very categorized list of everything you have to offer in the exhibition, would like to have web pages about each of those sections on the website?

A: Yeah, we were thinking that we would like you guys to have a look and figure out whether it would be easier to categorize things under like plumbing and electricity or homeowner, landlord, housing association. One of the things we want you guys to look into is to figure out which is the easiest way for the public to access the information.

Classes/ Exhibition

Q: Will these training courses still be held at SBU or will they be independent of the university and held entirely where needs make them to be held?

A: They will be entirely independent of SBU. Basically we just pay rent now and take advantage of certain things about the University. When we move we will be totally disconnected from the University. We need to find a place large enough because most of the training courses actually involve the exhibitions themselves.

Q: We noticed that many of the courses seem very practical. Are there any tie-ins to any of the building programs that they offer there?

A: No, originally we had started looking like that would be an idea, but really the only contact the University has with us is that they might bring students through the exhibition once in a while. They don't tend to go to any of the training courses and they don't tend to have any other involvement with us apart from that.

Q: We visited a plumbing museum close by to us, as odd as that may seem, and the curator said that she keeps in contact with a lot of the vocational schools. Have you ever thought about contacting any similar schools in the UK about that?

A: We used to do a lot more with school children when the exhibition was at Hampton Court Palace. There used to be a lot of trips by all kinds of schools, but now because of the position we are in they do not. One of the big problems that has occurred since our move is that we don't have any volunteers! No one wants to take people around the

"dungeon" but they always wanted to when we were located at the Palace. We are limited in our time taking people around on tours simply because there are only 2 of us here

Q: At SBU right now, approximately how big is the exhibition?

A: Only 3,500 square feet. The training room is right when you walk into the basement and then every other exhibit is sectioned/ walled off (exterior walls, drainage, fire safety, security, basically all the sections of a house).

Q: Who exactly is teaching the training courses?

A: They are actually hired teachers from outside organisations. We pay them to come in for that day. We see what days they are free in advance and then sign them to teach on those days and pay them for the days that they work.

Finances/Fund Raising

Q: Since the majority of your funding comes from your classes, it would be in your best interest to really promote that aspect on your website the most I assume?

A: Yeah, at the moment the classes are what are keeping us going, but in the long run we would like to see the exhibition itself become more popular. To describe to you what its like right now, the exhibition is in the basement of this building and you have to get past a receptionist, and down some flights of stairs. We want to try and make the new place we find more publicly accessible and try to get the exhibitions appearance better too. At the moment though, the classes are keeping the exhibition going.

Q: In the US we have this company called Home Depot that is this humongous general hardware store. They hold classes much like you do about repair techniques and home maintenance. We were wondering if you would like us to bring over any of there pamphlets to you? Also, do you have any commercial organisations like that in the UK?

A: Oh yes, that sounds great. Well, this week is actually called National Maintenance Week and last Friday we went to a conference that had a lot of organisations that deal with maintaining the house and training courses.

Appendix B: Content Interview with Ms. Annette McGill

Phone call with Upkeep
Date: 12/16/02
Time: 9:30 a.m. Eastern Standard Time
Representative for Upkeep: Annette McGill
Representatives for WPI: Anthony Danna, Christina Hancock, David Souza, Brian Weiner

General Questions

Q: Recently you sent us by post a huge listing of names and addresses of many businesses, was it your intention that we contact each and every one of those?

A: No, the intent was that you do a bit of research and familiarize yourself roughly with what there is out there, so that you get a better picture of what kinds of organizations there are. What we need to do basically is to work out who is relevant to us and who is not. What I was imagining is that we have a page per general subject heading, for example in the exhibit we have a section on roofing so on the website we would put up a page on roofing and on that page we could have a link to the National Federation of Roofing Contractors. This is a very simplistic model but it isn't necessarily a bad thing because it's the design of the data that is the tricky thing and if we get to clever then we might be able to follow it but no one else would be.

Website Design

Q: So in terms of the overall regard to the design of the site it seems that you have in mind very specific sections of how you want it set up?

A: I think so, I'm open to suggestions. It was my thinking in terms of trying to provide something that was user friendly, that was simple and that relates to what we actually do. As a working model that was what I was vaguely carrying around with me.

Q: Based on what we have seen from the site we noticed that are a couple of key sections. There was one exclusively devoted to the training courses and educational programs. There was also a very brief section that looked like it was designed for the average home owner in terms of common repairs. We were thinking of expanding that much more.

A: Yes, definitely. We are on the same page on this topic.

Q: As far as the actual graphical design of the site goes, should we assume that we are going to continue using the icon of the two hands supporting the house?

A: You have to because that is Upkeep's corporate identity. You must follow that and it is on all our publications and all over the exhibition.

Q: In terms of extra content, we were wondering as far as the exhibition goes when we talked to Ms. Taylor before she mentioned that there are very specific rooms dedicated to each part of the exhibition. Would you like to have a page for each exhibition room?

A: As I say it's quite difficult because for something's its quite easy and something's it's less easy. There isn't a room for every subject that everyone might be interested in and each room isn't as quite contained as it could be. There is a funny mixture between nice clean topics like windows and roofs and topics that are much more complicated like the good kitchen and the bad kitchen and how neglects leads to decay. If we had more space then we could make the exhibits "cleaner" but at the present time we cannot.

Q: Since it is not clearly defined in terms of the content would you be more interested in some kind of virtual tour or slide show explaining parts of the actual exhibition that way drawing people to come?

A: We could, but there are a couple of things that we need to bare in mind. One, we have had experiences with people stealing our stuff and using it, particularly on the training side. Photographs of exhibits have turned up in other peoples training materials, so that's a slight concern. Two, we are chopping and changing quite a lot at the moment because the exhibition is rather tatty and run down so one of the things we are trying to due is try to make it look good so that people will think its looks great and want to donate money. The other thing is that we have had professional photographers and they found it very difficult because the lighting is poor to get something that isn't very flat and dead. We've had people down there with spotlights and it's proved very difficult trying to get nice looking images. At least half the images on the website are from Hampton Court Palace because the lighting there was so good. So I'm not 100% sure about a virtual tour, it is possible but it would be difficult. On the other side of that, being part of the University we do have an in house photographer and video equipment.

Q: Also, as far as specific content for the website is concerned would you be interested in some sort of on-line forum where visitors can post questions and you could respond to them?

A: We don't actually have the time to do that. Until about a year ago we would have a steady stream of calls throughout the day from people asking questions and we don't have anyone here who has the time to sit down and do the research for the questions. I've actually started to set up the CFMG web page and my idea is to set up a discussion group via service provider called Topica, whereby everyone who becomes a member of this network can participate in these internet discussions. I'm not too keen on bulletin boards but I am very interested in the concept of the email discussion groups and I would like to use the CFMG discussion group as a learning curve for me. If it works I would like to set one up for our main customers, but I can make a lot of mistakes with the CFMG because I'm doing everything for free and there not the type of people I normally do business with. So my thinking was I would set up this CFMG discussion group and see how it goes a.) see how much of my time it takes to moderate and to teach people how to use it b.) whether anyone is interested in using it and c.) whether there is any useful discussion because I feel these are all very relevant to having a useful discussion group.

Q: Would you be interested in us doing a lot of research and possibly setting up the framework for an email discussion group for you to work with?

A: Well I have already chosen Topica to be the provider. I'm already a member of a lot of internet discussion groups, mainly e-groups and what used to be Yahoo based groups, and I'm not very keen on Yahoo because they actually invade your privacy quite badly. I've done a lot of research already talking to voluntary sector organizations that run email discussion groups and Topica has come out as the top choice. It's free, you just go onto the website, set up a group and you're all set. I am not exactly sure the business of how you get each of the 100 members of the CFMG to understand what they have to do is going to work, and I suspect that is going to be horribly time consuming, but for the moment in terms of discussion groups that's as far as I want to go.

Q: Were you intending on our group to re-design the web page for CMF SIG or is that something entirely independent?

A: This is a bit tricky. I initially did it because I thought it was a really good thing to do, however I have recently realized that potentials funders are interested in this group, and I actually have the cabinet office of the government thinking about funding it. So it has become an important "string to our boat" almost by accident. It has actually turned into something that is a real asset. So this page needs to be reasonably good but I don't think it needs to be a major part of what you're going to be doing. But, because we might get government funding and we now have over 100 organizations interested in this thing I think it should have an Upkeep identity because at the moment people are trying to steal the idea off of me. So it will definitely remain a part of Upkeep's website.

Contributors and Donors

Q: Is there any specific content on there that you think would appeal to donors or contributors?

A: Go to a couple sites that I think are particularly good in dealing with that. One is the Iron Bridge Gorge Museum. Also, the National Trust website and what they have and what we don't have at all at the moment is the "how you can help" section. What I think we need to do, but I'm not sure where it would go, is to put on the homepage an announcement that says something like "Upkeep is looking for a new home" and that needs to take you to a page saying what we offer, what we need, what the time table is and then how you can help. Linked with all of that is that we are actually very grateful for their support, which is something, we don't do very well at all right now. We have a group of funded donors who originally gave us money to set up the exhibition and so they should be recognized somewhere on the website. Also people have given us products and support over the years, the governing council, trustees, government people who should be on the website and these are also the types of people who would check the website to see that they are being acknowledged. If you look at the National Trust and the Gorge Museum you will see that they always make these pages easily available. It shows that they are a proper organization and not some cowboy operation.

Q: Would you like us to model the donor and contributor pages after these established institutions?

A: Well have a look, those are two organizations that come to mind when I think of this. The National Trust's website is just gorgeous but it also probably costs about a quarter of a million pounds. I just thought that on both of those website what struck me particularly is them paying attention to potential donors and we don't do that. Any charity website in the UK will be of interest, some are good and some are bad, and I remember those two because they do this very well.

Courses and Educational Classes on the Website

Q: One of the major questions we had was about the sections on classes and educational programs. We looked over the packets you sent us on these classes and they had complete descriptions of these courses, we were wondering if you wanted us to put all this information on-line?

A: Yes, you will need to do all of this. What is on there now is just what I have got around to do.

Q: Also, would you like to leave a place on-line to download *PDF's* of all the training brochures?

A: I have got some of them. I have only just acquired Adobe Acrobat Distiller, so now we can make *PDF's* here and so that's and obvious thing we need to do. You should have *PDF's* of every single thing that is available on the web page. Over Christmas break I am going to try and do a new booklet, rough it out anyway, so that we can tie in the website, the training calendar, the booklet, the *PDF's*; everything.

Q: Also, in the training course sections we noticed that the only way you could sign up for classes is either by phoning or faxing. Would you like to have some sort of on-line system to sign up for these courses?

A: Yes I would like to do something like this. My concern with this is that in the past is that we have had people booking themselves into loads of classes and then when it came to paying the invoices the senior management were saying "I'm sorry, I never authorized this". What I am a bit concerned about is that we ensure that we have real authorization for bookings, because we don't do credit cards, it tends to be business to business. The organization pays for people to attend the training courses and something within those organizations with financial responsibilities has to authorize the booking. Right now you download the *PDF* and then fax it back, which I know right now is pretty primitive, but it's the easiest and most secure. I haven't actually pursed this because I haven't gotten my head around to see how we could ensure when people email me something that they actually have authorization to do so. See if you can figure out what we might be able to do, I'm just explaining to you why at the present time we do not use anything else.

Interface of the Site

Q: We were wondering if you would be interested in some sort of feature to have key word or phrase matching?

A: Yes, totally. I definitely want keyword search capabilities but I'm not sure about phrase matching, I think that might be a bit ambitious, but a keyword search would be brilliant.

Q: In addition to that we were wondering if you wanted a section specifically devoted to the homeowner?

A: This is really more the kind of thinking that I was hoping your going to do for me. This kind of data design of actually working out how the tree structure is going to be organized in a way to make sense is what I've never had time to do. We have so many different potential audiences in terms of say roof tile manufacturers or the Royal Institution of Chartered Surveyors. Those are audiences who can gain by being attached

to us as being a reputable sight and their audiences who can give us money. Then you have your homeowner, your housing worker, your tenant, your DIY enthusiast, all of whom can gain knowledge and information about the exhibition from us, gain information about training courses from us. They are also because we can point to visitors like that and say, see we are useful. Actually the BBC is advertising a section of its site on DIY so it's probably going to be very good so it might be worth checking out.

Q: We have a similar commercial organization back here in the States called Home Depot. They have a website that incorporates much of what Upkeep does in its training courses on its website. Would you be interested in putting something similar to that?

A: Yeah I would like to. There is a problem of duplication because I'm sure every chain store over here that sells hardware is thinking along the same lines. The thing that we have always sold ourselves on is the fact that we are independent, so we are not selling a product. We will never say use this product it is very good and oh by the way we also make it. That line that is we are independent of any manufacturer is a good one for us because people put more of their trust in us.

Q: Do you think that staying impartial as you have been in the past will make it difficult to link to other organizations that are not independent?

A: Yes, it's going to be a question of skilful negotiation. I am keen on impartiality because it has done us a lot of favours. People have come to me and have said, look I want to spend a lot of money with you because I know you're not going to try and sell our people anything. So that is very, very positive. On the other hand it has meant that we have lost out in terms of money because people have come to us and said, look we'll give you £2000 if we can put up our picture in your exhibition and we've had to say I'm sorry we don't carry advertisement. Obviously beggars can't be choosers on that; we have to maybe be a bit more flexible with that than we have in the past. To be honest I am not completely ruling out our ending up being incorporated on a site with for example one of those huge shed places that sells hardware. It's not impossible that we are going to become Upkeep at whatever. We don't know how tough things are going to get. The main function that you are serving is to ensure that as many people as possible know that we are out there. No one is going to ever give us money if they do not know we exist. So the more people that know about us either because they have a direct link from their site to us or because someone says they were cruising on the web and we ran across an organization call Upkeep and they have a museum, did you know that? That's what I want to happen so that when we go to the chief executive of an organization and say give us £25,000 he doesn't go, but yeah who are you? So the website will primarily serve as a marketing campaign for Upkeep. "Consciousness raising" we should call it.

Q: We sort of discussed this before with Claire, but would you like to have some sort of site map?
A: Yes, I think it is essential.

Appendix C: Original Website

The following pages made up the original Upkeep website as of January 9, 2003. Printouts of the windows of the individual web pages are included in the report. Additionally, there is an electronic copy of the original website included on the CD-ROM accompanying this report.

Appendix C-1: Original Website – Homepage

Appendix C-2: Original Website – About Upkeep

File   Edit   View   Favorites   Tools   Help

Home | Upkeep Training | Contact Upkeep

Upkeep

Helping people
learn how to look
after buildings.

Home Page

**The Upkeep
Exhibition**

**Upkeep Training
Training Calendar
Training FAQ
Booking**

**Contact Us
Find Us**

About Upkeep

Upkeep is the Trust for Training and Education in Building Repairs and
Maintenance

We help people learn how to look after buildings.

We believe everyone should have the opportunity to learn how to look
after their home.

We promote good practice in the repair, maintenance and conservation of
all types of properties.

We operate a permanent Exhibtion about building construction, repairs and
maintenance.

We provide training courses about buildings and building maintenance.

An Independent Voice
Upkeep is an independent body. We do not receive continuous funding from either government or commercial
organisations.

We are impartial. We do not advertise any single organisation or product.

Finances
Like many charities, Upkeep has to charge fees for its services to make ends meet.

The largest proportion of our income comes from our training activities. We also sell videos and raise a small
amount from entrance fees to the Exhibition.

Status
Upkeep is an independent charity (Registered Charity Number 277351).

| Home | Upkeep Exhibition | Contact Upkeep |
About Training | Training Calendar | City & Guilds Certificate | Training FAQ | Booking |

Copyright: Upkeep 2002   Updated: AMG, May, 2002

Upkeep
Room 203, South Bank University
202-230 Wandsworth Road, London SW8 2JZ
Tel. 020-7815-7212 Fax. 020-7815-7213
E-mail. upkeep@sbu.ac.uk
http://www.sbu.ac.uk/upkeep

Appendix C-3: Original Website – Contact Us

Upkeep Training Courses on building maintenance and repairs - Microsoft Internet Explorer

File   Edit   View   Favorites   Tools   Help

Home | **Upkeep Exhibition** | **Course Calendar** | **Contact Upkeep** |

Contact Us

Upkeep

Helping people learn how to look after buildings.

Home Page

Exhibition

Training

Contact Upkeep

Address: Upkeep
Room 203, South Bank University
202 Wandsworth Road
London SW8 2JZ

Telephone: 020-7815-7212

Fax: 020-7815-7212

E-mail: upkeep@sbu.ac.uk
You can send us an e-mail by clicking on this link

How to find us: Map and Travel Information

| Home | Upkeep Exhibition | Contact Upkeep |
About Training | Training Calendar | City & Guilds Certificate | Training FAQ | Booking |

Copyright: Upkeep 2002   Updated: AMG, April 2002

Upkeep
Room 203, South Bank University
202-230 Wandsworth Road, London SW8 2JZ
Tel. 020-7815-7212 Fax. 020-7815-7213
E-mail. upkeep@sbu.ac.uk
http://www.sbu.ac.uk/upkeep

file:///C:/Documents and Settings/Administrator/My Documents/My Webs/Old Upkeep Website/trainingcaler   My Computer

Appendix C-4: Original Website – How to Find Us

Upkeep Training Courses on building maintenance and repairs - Microsoft Internet Explorer

File   Edit   View   Favorites   Tools   Help

Home | Upkeep Exhibition | Course Calendar | Contact Upkeep |

Upkeep

Helping people
learn how
to look after
buildings.

Home Page

Exhibition

Training

Contact Upkeep

How to find us:
Upkeep
Room 203
South Bank University
202 Wandsworth Road
London SW8 2JZ

Location:
Upkeep is based at South
Bank University's
Wandsworth Road site,
near Vauxhall in London.

Nearest tube stations:
Vauxhall (Victoria Line)
and Stockwell (Victoria
and Northern Lines).

**Nearest overground rail
station:** Vauxhall.

Upkeep at
South Bank University

| Home | Upkeep Exhibition | Contact Upkeep |
About Training | Training Calendar | City & Guilds Certificate | Training FAQ | Booking |

Copyright: Upkeep 2002   Updated: AMG, April 2002

Upkeep
Room 203, South Bank University
202-230 Wandsworth Road, London SW8 2JZ
Tel. 020-7815-7212 Fax. 020-7815-7213
E-mail. upkeep@sbu.ac.uk
http://www.sbu.ac.uk/upkeep

Done   My Computer

Appendix C-5: Original Website – The Upkeep Exhibition

Upkeep Exhibition on building construction home maintenance and repair - Microsoft Internet Explorer

File   Edit   View   Favorites   Tools   Help

The Upkeep Exhibition

Upkeep

Helping people learn how to look after buildings.

Home Page

Upkeep Training
Training Calendar
Training FAQ
Booking
Contact Us

The place to learn how to look after buildings

Building Construction   Building Services

The Upkeep Exhibition shows you how to look after domestic buildings. It features displays about building construction, common building defects, building maintenance, repairs and conservation.

The Exhibition is a unique learning facility for anybody who wants to discover how to look after their home.

What you will see:
- full-size replicas of interiors and exteriors of typical domestic buildings
- displays of construction methods
- examples of typical building defects and their causes
- full-scale exhibits of building services
- repair and conservation techniques

The Exhibition is open by appointment. For more information about visiting the Upkeep Exhibition, contact Upkeep.

| Home | Upkeep Exhibition | Contact Upkeep |
About Training | Training Calendar | City & Guilds Certificate | Training FAQ | Booking |

Copyright: Upkeep 2002   Updated: AMG, June 2002

Upkeep
Room 203, South Bank University
202-230 Wandsworth Road, London SW8 2JZ
Tel. 020-7815-7212 Fax. 020-7815-7213
E-mail. upkeep@sbu.ac.uk
http://www.sbu.ac.uk/upkeep

Done   My Computer

Appendix C-6: Original Website – Looking After Your Home

File   Edit   View   Favorites   Tools   Help

Looking After Your Home

Your home is your greatest asset - don't take it for granted!

Your home is out in all weathers 24 hours per day. Buildings get old and components wear out. Regular maintenance will help you keep your home in good shape.

3 Steps to Looking After Your Home:

1. Get to know your home.
2. Check your home regularly for defects.
3. Do regular maintenance and tackle repairs before they get serious.

1. Get to know your home:

- What type of building is it?
- What kind of roof does it have -- pitched or flat? Does it have slates or tiles?
- Do you know where the stop cock is in case of flooding?
- Where is the fusebox?

All of this information can help you look after your property.

2. Check your home regularly for defects
Keep an eye on your house at all times - identifying a problem early can save you time and money.

Do regular maintenance checks of the building, especially in spring (this gives you all summer to do any work needed) and in autumn (to make sure your home is protected against the winter weather).

Doing a regular maintenance check: find out about what you should check.

3. Do regular maintenance and tackle repairs before they get serious.

You don't have to do all the work at once, but repairs to the chimney and roof and any faults which are causing damp patches should be dealt with urgently.

Keeping your property in good repair: advice on getting the work done.

Upkeep
Helping people learn how to look after buildings.

Home Page

The Upkeep Exhibition

Upkeep Training
Training Calendar
Training FAQ
Booking

Contact Us
Find Us

Done   My Computer

Appendix C-7: Original Website – Home Maintenance Check

Upkeep: advice on how to check your home for defects - Microsoft Internet Explorer

File   Edit   View   Favorites   Tools   Help

Looking After Your Home
Your home is your greatest asset - don't take it for granted!

Home Maintenance Checks
Check your property for defects regularly.

Here are some areas you should check:

Upkeep
Helping people learn how to look after buildings.

Home Page

The Upkeep Exhibition

Upkeep Training
Training Calendar
Training FAQ
Booking

Contact Us
Find Us

Outside

Walls
Look for cracks in brickwork, stonework and rendered walls such as pebble dash, as well as crumbling bricks or mortar. Major cracks and large areas of damaged wall need expert repair.

Make sure airbricks are kept clear of earth and leaves. Earth or paving should be at least six inches below floor level and should slope away from the house.

Doors and Windows
Look for missing mastic or cement seals around windows and doors.

Look for rot or corrosion, missing putty and flaking paint, particularly in window frames (gentle prodding with a knife blade or screwdriver). Wood repair may need skilled carpentry.

Chimneys
Look for broken chimney pots, cracked or worn brickwork, loose or missing pointing (the mortar between the bricks), loose flashings (the lead or zinc strips or cement sealing the joints between the chimney stack and the roof)

Roofs
Look for missing, slipped or broken tiles or slates, and damaged or torn coverings to flat roofs.

Gutters
Look for blockages (which you may be able to clear yourself), and cracks in the gutters.

Pipes
Check for leaks in pipes and hopper heads. Particularly check for holes and cracks behind pipes - these may not be very noticeable, but they can be a cause of damp walls inside the house. Deal with dripping overflow pipes.

Inside

Services
Central Heating
Check radiators, release air if necessary. Clear out air grilles. Boilers should be serviced by specialists every summer.

Electrics
Check for damaged or loose cables. If fuses fail often or if plug tops

Done   My Computer

Appendix C-8: Original Website – How to Get the Work Done

Upkeep: charity for training and education in building construction conservation maintenance an - Microsoft Internet Ex...

File   Edit   View   Favorites   Tools   Help

Upkeep

Helping people
learn how to look
after buildings.

Home Page

**The Upkeep
Exhibition**

Upkeep Training

Training Calendar

Training FAQ

Booking

Contact Us

Find Us

Looking After Your Home
Your home is your greatest asset - don't take it for granted!

Buildings get old, components wear out --
regular repairs and maintenance will help you
keep your home in good shape.

How to Get the Work Done

Getting Advice
You can get advice on home repairs and
maintenance from Citizens Advice Bureaux,
libraries and DIY centres.

If you are planning to have work done on your
home, it is a good idea to inform youself about
how buildings work. You can find a range of
informative d.i.y. guides in good bookshops.

Money

You may be eligible for a grant. Ask your local
authority. Otherwise, talk to your bank or
building society.

Finding a Good Builder
Finding a reliable contractor to carry out any
work is vital - or your home and your wallet are
likely to suffer the consequences.

Finding good builders may not be easy. Finding
someone to do smaller jobs may be especially
difficult.

Ask friends and neigbhours, local authorities
and Citizens Advice Bureaux. Look in the Yellow
Pages under the National Council of Roofing
Contractors, the Institute of Plumbing and the
National Inspection Council for Electrical
Installation Contracting.

Avoiding Cowboys

- Be wary of doorstep salesmen who claim to
  have noticed a problem and offer to fix it
  for a very cheap (often cash) sum.
- Headed paper which displays no address or
  land line telephone number - only a mobile
  - is another tell-tale sign.
- Try to get at least three written quotes or
  estimates - this will give you a good idea
  what work is involved and how much it
  should cost.
- Never make up-front payments.

Done   My Computer

Appendix C-9: Original Website – Training Calendar

Upkeep training courses building repairs maintenance calendar - Microsoft Internet Explorer

File   Edit   View   Favorites   Tools   Help

Helping people learn how to look after buildings

Upkeep

About Upkeep | The Upkeep Exhibition | | Looking after your home | Training Courses | | Charities F.M. Group

Training Calendar

Questions? See the notes at the bottom of the page, or visit our Training F.A.Q.

Last updated: 16/1/03				Prices	
Date	Course Title	Course Code	Band A	Band B	Band C
January 2003					
Tue 21	Plumbing, Wastes and Drains	PL30121	95	135	145
Thu 30	Repairs Reporting Skills	RR30130	95	135	145
February					
Tue 4	Basic Building Construction	BA30204	95	135	145
Wed 5	Domestic Electrical and Heating Installations 1	EL30205	95	135	145
Thu 6	How to Improve Specification and Technical Report Writing	SP30206	95	155	165
Wed 12	Plumbing, Wastes and Drains	PL30212	95	135	145
Thu 13	How to Manage Asbestos in Buildings	AS30213	95	145	155
Tue 18	Repairs Reporting Skills	RR30218	95	135	145
Fri 28	Domestic Electrical and Heating Installations 1	EL30225	95	135	145
March					
Tue 4	Domestic Electrical and Heating Installations 2	EL30304	95	145	155
Tue 11	Assessment for City and Guilds Certificate	AS30311	95	95	95
Wed 12	Condensation, Damp and Decay	CD30312	95	135	145
Thu 13	Inspecting a Property 1	IN30313	95	135	145
Tue 18	Repairs Reporting Skills	RR30318	95	135	145
Wed 19	Adapting Properties for Disabled People	AD30319	95	135	145
Thu 20	Condensation, Damp and Decay	CO30320	95	135	145
Wed 26	Basic Building Construction	BB30326	95	135	145
Thu 27	Plumbing, Wastes and Drains	PL30327	95	135	145
April					
Tue 8	Subsidence and Cracking in Dwellings	SU30408	95	145	155
Tue 8	Domestic Electrical and Heating Installations 1	EL30408	95	135	145
Thu 10	Basic Building Construction	BB30410	95	135	145
Thu 10	How to Manage Asbestos in Buildings	AS30410	95	145	155

My Computer

Appendix C-10: Original Website – Upkeep/City and Guilds Certificate

Upkeep training City and Guilds Certificate in Diagnosing Defects and Ordering Repairs - Microsoft Internet Explorer

File   Edit   View   Favorites   Tools   Help

NEW

Upkeep

Helping people
learn how to look
after buildings.

Home Page

The Upkeep
Exhibition

Upkeep Training

Training Calendar

Training FAQ

Booking

Contact Us

Find Us

Upkeep/City and Guilds Certificate
Diagnosing Defects and Ordering Repairs

Upkeep and the City and Guilds are piloting a new qualification for people working in repairs and maintenance. The new Certificate is designed to give people the skills they need to diagnose defects, take repairs requests and prepare repairs orders. The Certificate will be awarded by the City and Guilds. It will provide a nationally-recognised qualification.

Designed for: Non-technical staff who take repairs requests from tenants either in person or over the telephone. Suitable for people working in housing and property management.

Structure: The Certificate has a modular structure, consisting of five one-day training courses, followed by formal written and practical assessment. Award of the Certificate will be dependent upon successful achievement in the assessment.

Modules: Each of these one-day courses forms one unit credit towards the full Certificate:

1. Basic Building Construction

2. Condensation, Damp and Decay

3. Plumbing, Wastes and Drains

4. Domestic Electrical and Heating Systems 1

5. Repairs Reporting Skills

Assessment When you have completed the five modular units you can undertake the assessment. The assessment will consist of a two-hour written paper consisting of multiple-choice and short answer questions, as well as a practical assignment in the Upkeep Exhibition. After passing the assessment, you will be awarded the Certificate.

Venue: All the training will be delivered at the Upkeep Exhibition in London.
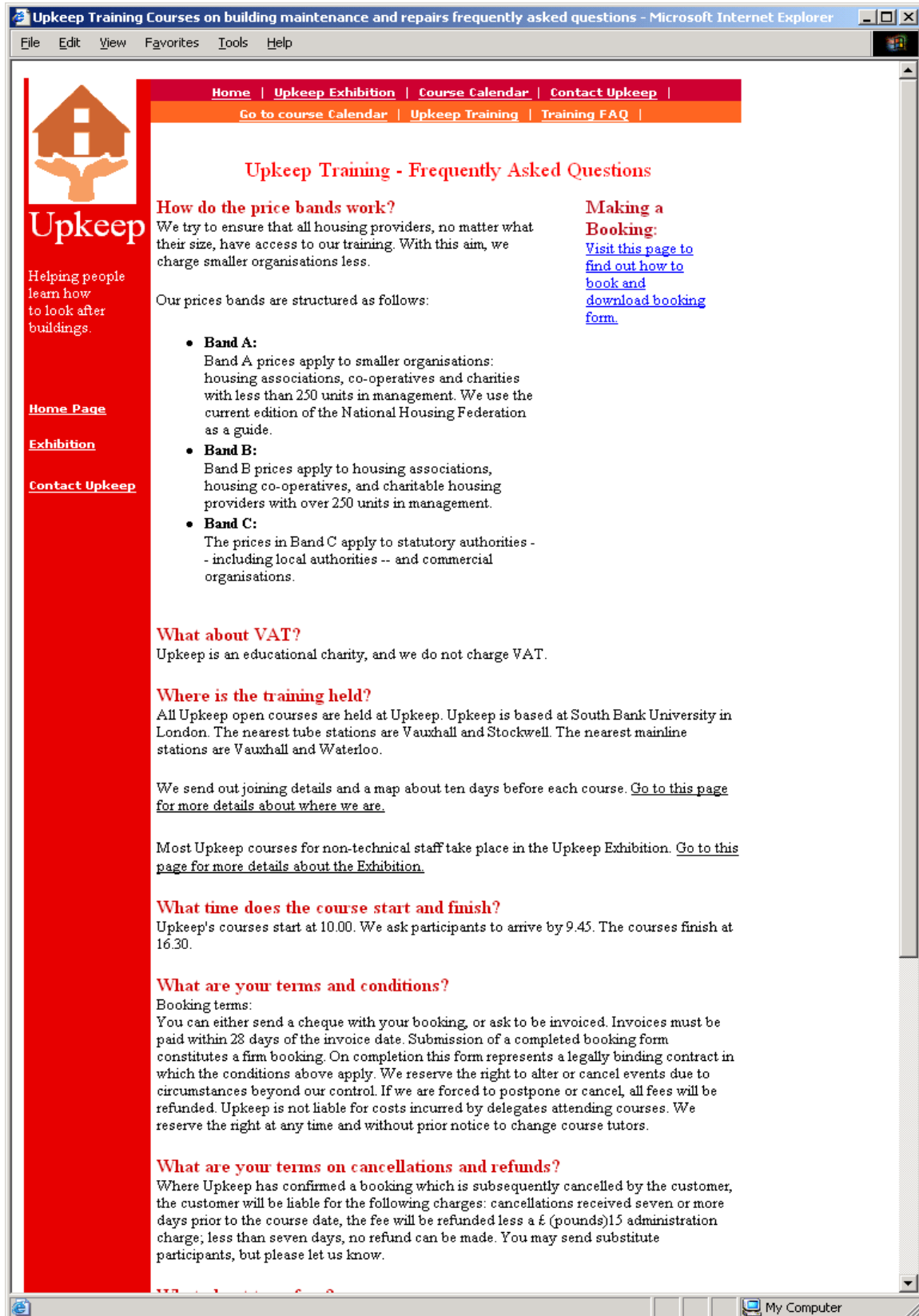
Prices: The prices for each unit will be the same as our standard course prices. You can check all price and date information on our course calendar. The cost of the assessment will be £95.00 per candidate. This includes registration with the City and Guilds.

Dates:	
Basic Building Construction	September 11, 2002 November 26, 2002

My Computer

Appendix C-11: Original Website – Frequently Asked Questions

File   Edit   View   Favorites   Tools   Help

Home | Upkeep Exhibition | Course Calendar | Contact Upkeep |
Go to course Calendar | Upkeep Training | Training FAQ |

Upkeep

Helping people
learn how
to look after
buildings.

Home Page

Exhibition

Contact Upkeep

Upkeep Training - Frequently Asked Questions

How do the price bands work?
We try to ensure that all housing providers, no matter what their size, have access to our training. With this aim, we charge smaller organisations less.

Our prices bands are structured as follows:

- **Band A:**
  Band A prices apply to smaller organisations: housing associations, co-operatives and charities with less than 250 units in management. We use the current edition of the National Housing Federation as a guide.
- **Band B:**
  Band B prices apply to housing associations, housing co-operatives, and charitable housing providers with over 250 units in management.
- **Band C:**
  The prices in Band C apply to statutory authorities - - including local authorities -- and commercial organisations.

Making a Booking:
Visit this page to find out how to book and download booking form.

What about VAT?
Upkeep is an educational charity, and we do not charge VAT.

Where is the training held?
All Upkeep open courses are held at Upkeep. Upkeep is based at South Bank University in London. The nearest tube stations are Vauxhall and Stockwell. The nearest mainline stations are Vauxhall and Waterloo.

We send out joining details and a map about ten days before each course. Go to this page for more details about where we are.

Most Upkeep courses for non-technical staff take place in the Upkeep Exhibition. Go to this page for more details about the Exhibition.

What time does the course start and finish?
Upkeep's courses start at 10.00. We ask participants to arrive by 9.45. The courses finish at 16.30.

What are your terms and conditions?
Booking terms:
You can either send a cheque with your booking, or ask to be invoiced. Invoices must be paid within 28 days of the invoice date. Submission of a completed booking form constitutes a firm booking. On completion this form represents a legally binding contract in which the conditions above apply. We reserve the right to alter or cancel events due to circumstances beyond our control. If we are forced to postpone or cancel, all fees will be refunded. Upkeep is not liable for costs incurred by delegates attending courses. We reserve the right at any time and without prior notice to change course tutors.

What are your terms on cancellations and refunds?
Where Upkeep has confirmed a booking which is subsequently cancelled by the customer, the customer will be liable for the following charges: cancellations received seven or more days prior to the course date, the fee will be refunded less a £ (pounds)15 administration charge; less than seven days, no refund can be made. You may send substitute participants, but please let us know.

97

Appendix C-12: Original Website – Booking

Upkeep Training Booking Courses Building Defects and Reporting Repairs - Microsoft Internet Explorer

File   Edit   View   Favorites   Tools   Help

Home | Upkeep Exhibition | Course Calendar | Contact Upkeep |
Go to course Calendar | Upkeep Training | Training FAQ |

Upkeep

Helping people
learn how to look
after buildings.

Home Page

**The Upkeep
Exhibition**

Upkeep Training
Training Calendar
Training FAQ
Booking

Contact Us
Find Us

Booking

To make your booking:

1. Make a note of the course date and price.
2. Open a copy of our booking form (see link below).
3. Print out the form.
4. Fill in the booking form and fax it back to us at 020-7815-7213.

We will send you a booking confirmation and an invoice by post.

About ten days before the course we will send out joining details.

Open pdf copy of our booking form.

This link will open a pdf file called booking.pdf. This is a copy of our booking form.

Your computer should automatically be able to open this file. If you can't open the file, contact us and we'll send you a copy of form by fax.

Once you have opened the file, just print it out, fill it in and return it to us.

| Home | Upkeep Exhibition | Contact Upkeep |
About Training | Training Calendar | City & Guilds Certificate | Training FAQ | Booking |

Copyright: Upkeep 2002   Updated: AMG, April 2002

Upkeep
Room 203, South Bank University
202-230 Wandsworth Road, London SW8 2JZ
Tel. 020-7815-7212 Fax. 020-7815-7213
E-mail. upkeep@sbu.ac.uk
http://www.sbu.ac.uk/upkeep

My Computer

Appendix C-13: Original Website – Charities Facilities Management Group Homepage

File   Edit   View   Favorites   Tools   Help

Charities Facilities Management Group

cfm
Charities Facilities Management Group

| **About the CFM Group** | **Email CFM** | **Upkeep home** |

Welcome!

Aims:
The group aims to help voluntary sector organisations improve their facilities management.

The group promotes the exchange of knowledge and experience between individuals and organisations.

We aim to establish a network of people with the same interests and concerns.

To find out more about the Special Interest Group, visit:

About the CFM Group

Activities

Meetings
The CFM Special Interest Group holds three to four meetings each year. The meetings feature short workshops on topics of interest. They also allow time for information exchange and networking.

The meetings are held in Central London. We will vary the times to allow for travel and childcare requirements.

Electronic Networking
We hope this website will evolve into a resource centre for our members. We are in the process of setting up an e-mail discussion list to enable members to share knowledge on an informal basis.

Meeting 5
The Disability Discrimination Act and its Implications for Charity Premises Managers

Date: January 21, 2003
Venue: London
Cost: free to members of the Charities FM Group, non-members £45

More details

Contacts:

For more information about the CFM Group, contact:

Annette McGill
Upkeep
Room 203, South Bank University
202 Wandsworth Road
London SW8 2JZ

Send an e-mail to:
upkeep@sbu.ac.uk

Tel. 020-7815-7212

| Home | Upkeep Exhibition | Contact Upkeep |

Copyright: Upkeep 2003   Updated: Annette McGill, 2003

Upkeep
Room 203, South Bank University
202-230 Wandsworth Road, London SW8 2JZ
Tel. 020-7815-7212 Fax. 020-7815-7213

E-mail. upkeep@sbu.ac.uk
http://www.sbu.ac.uk/upkeep

Done   My Computer

Appendix C-14: Original Website – Complying with the DDA

Untitled1 - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Charities Facilities Management Group

cfm

Charities Facilities Management Group

| About the CFM Group | Email CFM | Upkeep home |

Meeting 5:

Complying with The Disability Discrimination Act (Part III)

Download booking form. (pdf file)

The Disability Discrimination Act (DDA) was introduced in 1995 with the aim of protecting disabled people from discrimination.

The first two parts of the DDA came into force some years ago. Part III comes into effect on 1 October, 2004.

Part III states: **when a physical feature makes it impossible or unreasonable for a disabled person to make use of a service, the service provider must make reasonable adjustments to overcome that barrier.**

A service provider is any provider of goods, facilities or services to the public -- likely to be most charities.

So charities should review all their premises with the disabled in mind, to ensure that service provision is as accessible as might be considered reasonable. What is considered "reasonable" is a key issue.

We've organised this half-day seminar to give you an opportunity to hear how you can ensure that your organisation complies with the new requirements.

We will be looking at:

- What does the DDA mean for charities?
- What is the duty of adjustment?
- What will you need to do to ensure your organisation will comply?
- What if you are leasing property?
- What if you have a historic building?
- What does "reasonable" mean?

Date: January 21, 2003, 2.00 p.m.

Venue: One of our members' premises in Central London -- to be confirmed when we know numbers.

Programme:

2:00 Introductions

2:10 **Jenny White, Commissioner, The Disability Rights Commission**

The Disability Rights Commission is the independent statutory body set up by the government to help secure civil rights for disabled people.

2:50 **Neil Smith, Manager, Access Consultancy, The Centre for Accessible Environments**

The Centre for Accessible Environments is a charity which aims to provide information and encourage dialogue on how the built environment can achieve inclusion by design.

3:20 Break

3:40 **Helen Allen, Access Consultant, The JMU Access Partnership**

The JMU Access Partnership is a disability consultancy supported by the Royal National Institute for the Blind and the Guide Dogs for the Blind.

4:10 **Sally Halsey, Head of Facilities Management, Voluntary Service Overseas**

VSO is an international development charity that sends volunteers to work in the developing world. VSO also

Done   My Computer

Appendix D: Organisational Database Sample

The complete copy of the database can be found on the accompanying CD-ROM. The categories of the database include: name of related organisation, email address, did they reply, did they change the description, did they send back the consent form, the organisation phone number, invite to gala, person to contact, description finished, organisation address and mailing address.

Appendix E: Profile Information Binder Sample Page

The National Federation of Roofing Contractors Ltd.
www.nfrc.co.uk/

The National Federation of Roofing Contractors
Ms. Caroline Gilkes (PR Officer)
24 Weymouth St.
London, W1G 7LX

Tel: 020 7436 0387
Email: caroline@nfrc.co.uk

About Us: The National Federation of Roofing Contractors is the UK's leading trade association for the roofing industry. Its mission statement is "to promote trade members to gain more work and through this achievement to help Associate members to sell more products and collectively to achieve quality installation".

This is achieved through a comprehensive Technical Advisory Service open to members and their clients; a series of business services for members; close co-operation on training and recruitment matters with the Construction Industry Training Board on behalf of members; a formal complaints procedure linked to the federation's Code of Practice; and finally the promotion and marketing of members to major clients, major contractors and domestic market.

Does not have an exact links page

Has multiple pages on **how to**: find a qualified roofing contractor in your area, find advice on independent quality certifications, find an insurance policy to cover your new roof, find information on roofing products or systems and locate companies providing services to the roofing industry.

Services: computer software, contract advice and leads, edge protection, equipment hire, fall arrest safety equipment training, health and safety, industrial relations, insurance, leak detection, legal advice, and pensions. ***most of this is reserved for members***

E-mailed Ms. Caroline Gilkes on 06/02/03

Ms. Gilkes replied on 10/02/03 with acceptance of link request and changed organisation description. However, she did not fill out the link consent form.

Appendix F: Telephone Interview Script

Here is a copy of the script used to aid in the telephone interview to gain contact information from initial contact with the related organisations.

Upkeep project group member: Good morning (afternoon), I was wondering if you could help me, I am with an organisation called Upkeep, which a charity that supports good building maintenance. We have currently upgraded our website and are looking to include a links page to other related organisations. We would like to put a link on our website to yours with a short, brief description of your organisation with the link. I was wondering if there is a Public Relations or Marketing representative that I may speak with regarding the short, brief description and checking the text of the description with.

The interview would usually begin with a receptionist or secretary and then we would be transferred to the correct contact or another member of the organisation that would transfer us to different members of the organisations till we reached the correct contact. Each time a new member of the organisation would answer the phone, the previous script would be recited to inform the person as to the nature and mission of the call.

After the correct contact was established, we would inquire as if they would prefer us to email more information or to post it to them. We would ask for the contact name, job title, email address or mailing address. After that information was obtained, the telephone interview would reach its conclusion.

Appendix G: Email Letter

Dear Mr./Mrs. <Name>,

  We are writing to you on behalf of the independent educational charity Upkeep. We are university students from the United States working on a two-month project for this charity.

  Upkeep operates the U.K.'s only museum of building construction, repairs and maintenance. The museum promotes public education and good practice, and is a venue for training courses and certification programs.

  The Upkeep Building Museum features:

* independent practical information about all aspects of the repair and maintenance of homes;
* full-size replicas of interiors and exteriors of typical domestic buildings;
* examples of common building defects and their causes;
* advice on good practice in remedial work; and
* displays on repair and conservation techniques.

  As project students we are helping Upkeep by upgrading their website. We invite you to visit the website at http://www.sbu.ac.uk/upkeep/.

 One goal of our project is to develop a framework of links to related organisations. The aim is to help people viewing the website to gain access to organisations which could help them with their building maintenance problems -- organisations such as yours.

  We would like to ask you to show your support by allowing us to include a link from Upkeep's website to your site as well as a short description of your organisation. Please review the short description listed below and email any changes you wish to make to the description to upkeep@wpi.edu. Please note that you description has a limit of 50 words due to space constraints. If no changes to the description are needed, please email back the consent form.

We are attaching a standard consent form for the link (this is a word document called Consent Forms.doc) along with the short description above. We would be grateful if you could complete the form and email it back to us.

Short Description of <Organisation>:

  Similarly, we would like your organisation to include a link from your website to Upkeep's website. A short description of our organisation is as follows: "Upkeep is charity organisation that promotes public education and good practice in home and

building maintenance. We are the only museum in Great Britain that focuses on building repairs and maintenance."

Through this reciprocal effort, both our interests will be promoted by widening the pool of visitors to our sites. In addition this will help the general community by enabling them to find the information they seek more easily.

If you would like any more information, please do not hesitate to call us on 020-7815-7212. Alternatively, you can email us at upkeep@wpi.edu.

Sincerely,

Anthony Danna
Christina Hancock
upkeep@wpi.edu

Appendix H: Related Organisation Consent Form

Upkeep would like to have your business or organisation,
_____, agree to put a link from our website
(www.sbc.ac.uk/upkeep) to your website. Upkeep will assure that no false information
will be placed on our website concerning your business or organisation. Your
organisation or business will be made aware of any changes made to the web page where
your link is located either by email or post. The original signed copy of this contract will
be kept on file at Upkeep to protect Upkeep's liability and your business or organisation.
Your business or organisation will also receive a signed copy of this contract for your
own records.

Please fill out the following information, with the knowledge that information provided
on this contract may be used on our website:

Name of Authorised Contact:

_____

Job Title of Authorised Contact:

_____

Address of Business or Organisation: _____

                                      _____

_____

_____

Phone Number: _____

Email Address: _____

Website: _____

Type of Business or Organisation: _____

Brief Description of Business or Organisation/Mission Statement:

_____

_____

_____

_____

_____

_____

_____

Signature of Authorised Contact of Business or Organisation

_____

Signature of Authorised Contact at Upkeep

Appendix I: Interview with the Chair of the Board of Trustees

It is necessary to interview the Governing Council and potential donors to understand what they would like to see in the new website. As individuals who play a role in donating money and controlling the finances of Upkeep it is important that their requests be incorporated into the design of the new website.

Interview with Peter Trottman
Organisation: Upkeep (Governing Council)
Position: Chairman of trustees
Date: ??/02/03
Time: 11:00 a.m. Greenwich Mean Time
Representative for Upkeep: Peter Trottman
Representatives for WPI: Tony Danna, Christina Hancock, David Souza, and Brian Weiner

Communications

Q: Would you be interested in an email newsletter about the news and current events related to Upkeep?

A: An annoyance and a very good way of getting information, punchy first few words attract one to look at the email.

Q: If you were interested in a newsletter, how often would you like to receive a newsletter or update: each week, month, season, or year?

A: A monthly letter is preferable, anything else is annoying.

Q: Would you be interested in seeing a portion of the new website dedicated solely to communications? For example, a page containing phone numbers and email addresses?

A: Useful, email not comfortable being listed, name is all right along with the organisation, BRE behind it, provides strength.

Website Content:

Q: Would you like to see a portion of the website that describes where current support is needed?

A: Best handled on a contact basis.

Q: Would you like to see a section of the website that shows you how your support is being used?

A: Yes, any manufacturer wants to see their name, and feeds on through the trade journals.

Q: Would you like to see a section of volunteer opportunities on the web page?

A: Yes, that's important, more for retired but slightly active older (Hampton court)

Q: As someone who is involved in the running of Upkeep, how important are the following sections to you on their website: the mission, the activities, the progress, how and where to help.

A: Upkeep is about getting people to the courses, that are important, 7 year olds for museum at Hampton court, which has been lost here at South Bank.

Donations

Q: Would you like to see a way to make donations on-line through Upkeep's website?

A: This type of organisation is not looking for organisations other than commercial firms.

Q: Would you like a way to easily check to see the work/financial support that you volunteered?

A: Don't think it would help, it depends on the strength of donations.

Q: Would you be interested in the option of making a donation on a regular basis from your checking account, similar to an automatic withdrawal function?

A: No, not personally.

Miscellaneous

Q: Is there anything we have not mentioned that you would like to see in the future?

A: A tour around the exhibition, a sort of virtual tour. Some other websites you might find of use include: National Trust website, English heritage which looks after buildings, and Historic Scotland which is also similar.

Appendix J: User Survey Questions

<div align="center">"Usability of Upkeep's Website"</div>

Description: We value the input and responses from your participation in our educational programs. The purpose of this survey is to evaluate Upkeep's website to identify strengths and weaknesses so that it may be improved.

Directions: After / While browsing the website please answer these questions as best you can about the website. Please circle your response for questions with a (Yes / No) choice. Please circle a number when asked to rank on a scale of 1-5.

Questions:

Background

1. What is your job title? _____
2. Have you ever visited Upkeep's website prior to today? (Yes / No)
   a. If yes, what was the purpose of the previous visit(s)?

      _____
      _____
      _____

3. Do you have an internet connection at your home? _____
4. Do you have an internet connection from work? _____

Navigation

1. Were the navigation buttons easy to use and understand?

   easy 1---2---3---4---5 difficult
2. Were the buttons large enough?

   too small   1---2---correct size---4---5 too large
3. Were the descriptions on the buttons adequate?

   descriptive 1---2---3---4---5 vague
4. Do you like the colour choice? (Yes / No)
5. Were the sub categories under the navigation bar descriptive? (Yes / No)
6. Was the font easy to read?

   easy 1---2---3---4---5 difficult

Overall Site Content

1. About Upkeep
   a. Was there a sufficient description about the organisation? (Yes / No)
   b. Was there sufficient contact information provided? (Yes / No)
   c. Were the map and travel instructions adequate? (Yes / No)
2. The Upkeep Museum

      a. Were the pages about the exhibits informative or helpful? (Yes / No)

      b. Could you suggest anything to make the exhibit pages more to your liking?

        _____
        _____
        _____
        _____
        _____

      c. Were there enough pictures? (Yes / No)

      d. Were the pictures large enough to see clearly? (Yes / No)

3. Looking After Your Home

      a. Do you think this area provides useful advice? (Yes / No)

4. Training Courses

      a. Is there sufficient information in the course descriptions? (Yes / No)

      b. Is the process to book a course understandable from the description? (Yes / No)

      c. What other features about the training courses would you like to see?

        _____
        _____
        _____
        _____

General Content

1. Could you find what you were looking for? (Yes / No)
2. Did you ever got confused or lost? If so where? (Yes / No)

    _____
    _____

3. What if any search methods did you use?
4. __ Top navigation ___ Keyword Search ___ Site map ___ Site Index
5. Is there any additional content you would like to see?

    _____
    _____
    _____

6. Was the text large enough? (Yes / No)
7. Was the font style readable? (Yes / No)
8. Do you like graphic and layout style of the site? (Yes / No)

Follow Up
1. Would you visit the Upkeep website again in the near future? (Yes / No)

      a. If not, why?

        _____
        _____
        _____
        _____

File   Edit   View   Favorites   Tools   Help

Back   Search   Favorites   Media

Address   C:\Documents and Settings\David J Souza Jr\Desktop\Web Page Work\survey\survey\Online_Survey.htm   Go

Usability of Upkeep's Website

Description: We value the input and responses from your participation in our educational programs. The purpose of this survey is to evaluate Upkeep's website to identify strengths and weaknesses so that it may be improved.

Directions: After / While browsing the website please answer these questions as best you can about the website.

Survey Questions

Background:

1. What is your job title? _____

2. Have you ever visited Upkeep's website prior to today?   ◯ YES   ◯ NO

    a.   If yes, what was the purpose of the previous visit(s)?

    _____

3.   Do you have an internet connection at your home?   ◯ YES   ◯ NO

4.   Do you have an internet connection from work?   ◯ YES   ◯ NO

Navigation:

1. Were the navigation buttons easy to use and understand?

    easy ◯ 1--- ◯ 2--- ◯ 3--- ◯ 4--- ◯ 5 *difficult*

2. Were the buttons large enough?

    too small   ◯ 1--- ◯ 2--- ◯ correct size--- ◯ 4--- ◯ 5 *too large*

3. Were the descriptions on the buttons adequate?

    descriptive ◯ 1--- ◯ 2--- ◯ 3--- ◯ 4--- ◯ 5 *vague*

4. Do you like the colour choice?   ◯ YES   ◯ NO
5. Were the sub categories under the navigation bar descriptive?   ◯ YES   ◯ NO
6. Was the font easy to read?

    easy ◯ 1--- ◯ 2--- ◯ 3--- ◯ 4--- ◯ 5 *difficult*

Overall Site Content:

1. About Upkeep

a. Were the pages about the exhibits informative or helpful? ○ YES ○ NO
b. Could you suggest anything to make the exhibit pages more to your liking?

[text box]

c. Were there enough pictures? ○ YES ○ NO
d. Were the pictures large enough to see clearly? ○ YES ○ NO
3. Looking After Your Home
   a. Do you think this area provides useful advice? ○ YES ○ NO
4. Training Courses
   a. Is there sufficient information in the course descriptions? ○ YES ○ NO
   b. Is the process to book a course understandable from the description? ○ YES ○ NO
   c. What other features about the training courses would you like to see?

[text box]

General Content:

a. Could you find what you were looking for? ○ YES ○ NO
b. Did you ever got confused or lost? If so where? ○ YES ○ NO
c. What if any search methods did you use?

☐ Top navigation ☐ Keyword Search ☐ Site map ☐ Site Index

d. Is there any additional content you would like to see?

[text box]

e. Was the text large enough? ○ YES ○ NO
f. Was the font style readable? ○ YES ○ NO
g. Do you like graphic and layout style of the site? ○ YES ○ NO

Follow Up:

1. Would you visit the Upkeep website again in the near future? ○ YES ○ NO

   If not, why?

[text box]

[Submit Survey Answers]

David Souza, Brian Weiner
Copyright © 2003 [Upkeep]. All rights reserved.
Revised: 02/05/03

Appendix K: The Upgraded Website

The following pages show the results of the upgraded Upkeep website as of February 28, 2003. Printouts of the windows of the individual web pages are included in the report. Additionally, there is an electronic copy of the upgraded website included on the CD-ROM accompanying this report.

Appendix K-1: Upgraded Website – Homepage

Upkeep: Helping people learn how to look after buildings - Microsoft Internet Explorer

File   Edit   View   Favorites   Tools   Help

Helping people learn how to look after buildings

Upkeep

Search | Site Map

Home | About Upkeep | The Upkeep Museum | Home Advice | Training Courses | Charities F.M. Group | Links

About Upkeep
Upkeep helps people learn how to look after buildings.

This site is designed to help you find out about Upkeep and what we do.

Find out more about Upkeep

The Upkeep Museum
The Upkeep Museum is a unique museum about building construction, repairs, maintenance and conservation.

More about The Upkeep Museum

Training Courses
We provide short courses on all aspects of building repairs and maintenance.

Our courses range from introductory training about buildings, to technical courses for surveyors and senior staff.

Find out more about our training courses and seminars.

New City and Guilds Leaflet Available
Our new leaflet seting out the details of the **Certificate in Diagnosing Defects and Ordering Repairs** is now available. Get in touch if you would like us to send you a copy.

You can also find out more details on-line at the link below.

Find out more about the City and Guilds Certificate.

Upkeep is Moving
Our building has been sold. We need to find a new home for the Upkeep building museum by September 2003. This is a great challenge and opportunity.

See this page for more details.

City & Guilds Graduation Reception
During the past few months Upkeep has been piloting a new qualification for repairs staff. The City and Guilds Certificate in Diagnosing Defects and Ordering Repairs is already proving popular with housing providers. We will be introducing the certificate at our reception Thursday, February 20th to congratulate the first successful candidates .

Website Upgrade
We are in the process of updating and upgrading our current website.

New Training Dates for 2003
We have finalised our training dates for 2003.

Look at the training calendar for a complete listing of dates and times.

| Home Page | Advice for Householders | The Upkeep Museum | Contact Upkeep | Charities Facilities Management Group |
| Training Courses | Training Calendar | City & Guilds Certificate | Training FAQ | Booking |

Copyright: Upkeep, 2003

Upkeep
Room 203, South Bank University, 202-230 Wandsworth Road, London SW8 2JZ
Tel. 020-7815-7212 Fax. 020-7815-7213

Updated: Annette McGill, February, 2003

E-mail
upkeep@sbu.ac.uk
http://www.sbu.ac.uk/upkeep

115

Appendix K-2: Upgraded Website – About Upkeep

Upkeep: About Upkeep -- Background Information - Microsoft Internet Explorer

File　Edit　View　Favorites　Tools　Help

Search

Site Map

Helping people learn how to look after buildings

Upkeep

| Home | About Upkeep | The Upkeep Museum | Home Advice | Training Courses | Charities F.M. Group | Links |

| **Background Information** | **Contact Us** | **Map and Directions** | **Upkeep is Moving** | **Governing Council** |

Background Information

Identity

- Upkeep is the Trust for Training and Education in Building Repairs and Maintenance
- We help people learn how to look after buildings.
- We believe everyone should have the opportunity to learn how to look after their home.
- We promote good practice in the repair, maintenance and conservation of all types of properties.
- We operate a Museum about building construction, repairs and maintenance.
- We provide training courses about buildings and building maintenance.

An Independent Voice

- Upkeep is an independent body. We do not receive continuous funding from either government or commercial organisations.
- We are impartial. We do not advertise any single organisation or product.

Finances

- Like many charities, Upkeep has to charge fees for its services to make ends meet.
- The largest proportion of our income comes from our training activities.
- We also sell videos and raise a small amount from entrance fees to the Museum.

Status

- Upkeep is an independent charity (Registered Charity Number 277351).

| Home Page | Advice for Householders | The Upkeep Museum | Contact Upkeep | Charities Facilities Management Group |
| Training Courses | Training Calendar | City & Guilds Certificate | Training FAQ | Booking |

Copyright: Upkeep, 2003

Updated: Annette McGill, February, 2003

Upkeep
Room 203, South Bank University, 202-230 Wandsworth Road, London SW8 2JZ
Tel. 020-7815-7212 Fax. 020-7815-7213

E-mail
upkeep@sbu.ac.uk
http://www.sbu.ac.uk/upkeep

116

Appendix K-3: Upgraded Website – About Upkeep

Upkeep: About Upkeep -- Contact Us - Microsoft Internet Explorer

File   Edit   View   Favorites   Tools   Help

Helping people learn how to look after buildings

Upkeep

Search   **Site Map**

| Home | About Upkeep | The Upkeep Museum | Home Advice | Training Courses | Charities F.M. Group | Links |

| **Background Information** | Contact Us | **Map and Directions** | **Upkeep is Moving** | **Governing Council** |

Contact Us

Address: Upkeep
                Room 203, South Bank University
                202 Wandsworth Road
                London SW8 2JZ

Telephone: 020-7815-7212

Fax: 020-7815-7212

E-mail: upkeep@sbu.ac.uk
                You can send us an e-mail by clicking on this link

How to find us: Map and Travel Information

| Home Page | Advice for Householders | The Upkeep Museum | Contact Upkeep | Charities Facilities Management Group |
| Training Courses | Training Calendar | City & Guilds Certificate | Training FAQ | Booking |

Copyright: Upkeep, 2003   Updated: Annette McGill, February, 2003

Upkeep   E-mail
Room 203, South Bank University, 202-230 Wandsworth Road, London SW8 2JZ   upkeep@sbu.ac.uk
Tel. 020-7815-7212 Fax. 020-7815-7213   http://www.sbu.ac.uk/upkeep

117

Appendix K-4: Upgraded Website – About Upkeep

Appendix K-5: Upgraded Website – About Upkeep

Helping people learn how to look after buildings

Upkeep

Search　　Site Map

| Home | About Upkeep | The Upkeep Museum | Home Advice | Training Courses | Charities F.M. Group | Links |

| **Background Information** | **Contact Us** | **Map and Directions** | Upkeep is Moving | **Governing Council** |

Upkeep is Moving

Moving — Help Upkeep find a new home

Call To Action

The problem:
Upkeep's building has been sold. We need to leave by September 2003.
Upkeep is looking for a new permanent home for the Upkeep Building Museum.

What we offer:

- a unique museum of building construction repairs and maintenance

- a busy programme of training courses and seminars

- an independent voice

We need:

- approximately 6000-8000 square feet of space

- a location with good access by public transport -- preferably in London

- not too much rent!

Can you help?

If you have any suggestions or would like to be part of a project group, please e-mail us.

Upkeep is currently located at South Bank University in Vauxhall, London.

Find out more about this worthy cause.

| Home Page | Advice for Householders | The Upkeep Museum | Contact Upkeep | Charities Facilities Management Group |
| Training Courses | Training Calendar | City & Guilds Certificate | Training FAQ | Booking |

Copyright: Upkeep, 2003　　　　　　　　　　　　　　　　Updated: Annette McGill, February, 2003

Upkeep　　　　　　　　　　　　　　　　　　　　　　E-mail

Appendix K-6: Upgraded Website – About Upkeep

Upkeep: About Upkeep -- Governing Council - Microsoft Internet Explorer

File   Edit   View   Favorites   Tools   Help

Helping people learn how to look after buildings

Upkeep

Search   **Site Map**

| Home | About Upkeep | The Upkeep Museum | Home Advice | Training Courses | Charities F.M. Group | Links |

| **Background Information** | **Contact Us** | **Map and Directions** | **Upkeep is Moving** | Governing Council |

Governing Council

Associations comprising the Governing Council:

- Association for Studies in the Conservation of Historic Buildings
- Association of London Government
- British Board of Agrement
- British Standards Institution
- Builders Merchants' Federation
- Building Centre
- Building Societies' Association
- Care and Repair England
- Chartered Institute of Building
- Chartered Institution of Building Services Engineers
- City & Guilds
- Conference on Training in Architectural Conservation (COTAC)
- Construction Confederation
- Construction Industry Training Board (CITB)
- Construction Products Association
- Corporation of London
- Council of Mortgage Lenders
- Design Council
- Electrical Contractors' Association
- English Heritage
- Federation of Master Builders
- Institution of Structural Engineers
- Interbuild Fund
- International Building Press
- Local Government Association
- National Federation of Roofing Contractors
- National Home Improvement Council
- Office of the Deputy Prime Minister
- Royal Institute of British Architects
- Royal Institute of Chartered Surveyors
- Zurich Mutual

| Home Page | Advice for Householders | The Upkeep Museum | Contact Upkeep | Charities Facilities Management Group |
| Training Courses | Training Calendar | City & Guilds Certificate | Training FAQ | Booking |

Copyright: Upkeep, 2003   Updated: Annette McGill, February, 2003

Upkeep   E-mail
Room 203, South Bank University, 202-230 Wandsworth Road, London SW8 2JZ   upkeep@sbu.ac.uk
Tel. 020-7815-7212 Fax. 020-7815-7213   http://www.sbu.ac.uk/upkeep

Appendix K-7: Upgraded Website – The Upkeep Museum Gallery

Appendix K-8: Upgraded Website – The Upkeep Museum

Upkeep: Museum -- Adaptations for Disabled People - Microsoft Internet Explorer

File   Edit   View   Favorites   Tools   Help

Helping people learn how to look after buildings

Upkeep

Search   **Site Map**

| Home | About Upkeep | The Upkeep Museum | Home Advice | Training Courses | Charities F.M. Group | Links |

Adaptations for Disabled People	Condensation	Conservation	Decay	Drainage
Electrical Services	External Damp Penetration	Fire Safety	Keeping Safe and Warm
Loft Spaces	Plumbing Systems	Roofs	Walls and Construction	Windows

Adaptations for Disable People

Exhibit Description

Special features of construction and equipment may be needed in a dwelling accommodating people with disabilities, particularly where a wheelchair is in use. These exhibits show how kitchens and bathrooms may be adapted to the needs of people in wheelchairs and what special equipment is available.

Rooms in the museum show examples of shower and w.c. fittings suitable for access by persons in a wheelchair, and indicates the amount of space required and the need for a level floor in the shower.

Picture Description

In the kitchen, working from a wheelchair requires that the working surfaces should be lower than standard. A sink-unit of adjustable height is displayed here. Some of the shelves in storage cupboards may be out of reach, and devices to give improved access are available.

Disability Related Links

- Advice
- Relevant Organisations
- Related Courses

Museum Gallery

| Home Page | Advice for Householders | The Upkeep Museum | Contact Upkeep | Charities Facilities Management Group |
| Training Courses | Training Calendar | City & Guilds Certificate | Training FAQ | Booking |

Copyright: Upkeep, 2003

Upkeep
Room 203, South Bank University, 202-230 Wandsworth Road, London SW8 2JZ
Tel. 020-7815-7212 Fax. 020-7815-7213

Updated: Annette McGill, February, 2003

E-mail
upkeep@sbu.ac.uk
http://www.sbu.ac.uk/upkeep

122

Appendix K-9: Upgraded Website – The Upkeep Museum

Upkeep: Museum -- The Condensation Exhibit - Microsoft Internet Explorer

File   Edit   View   Favorites   Tools   Help

Helping people learn how to look after buildings

Upkeep

Search   Site Map

| Home | About Upkeep | The Upkeep Museum | Home Advice | Training Courses | Charities F.M. Group | Links |

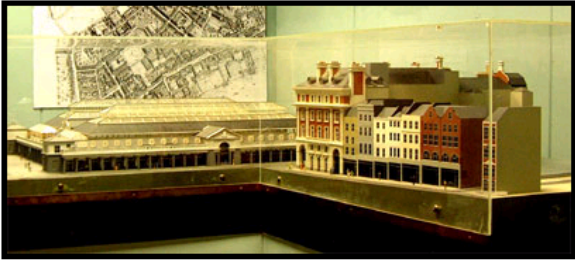| Adaptations for Disabled People | Condensation | Conservation | Decay | Drainage |
| Electrical Services | External Damp Penetration | Fire Safety | Keeping Safe and Warm |
| Loft Spaces | Plumbing Systems | Roofs | Walls and Construction | Windows |

Condensation

Exhibit Description

Condensation is often a problem in kitchens. This display shows you two kitchens, one showing circumstances in which condensation can occur and the other showing ways of reducing it.

Picture Description

These rooms illustrate "bad" and "good" examples of kitchen design, construction and use, to show the circumstances in which condensation can occur and some of the ways of reducing it. Condensation can also occur in other rooms, especially bathrooms.

Condensation Related Links

- Advice
- Relevant Organisations
- Related Courses

Museum Gallery

| Home Page | Advice for Householders | The Upkeep Museum | Contact Upkeep | Charities Facilities Management Group |
| Training Courses | Training Calendar | City & Guilds Certificate | Training FAQ | Booking |

Copyright: Upkeep, 2003   Updated: Annette McGill, February, 2003

Upkeep   E-mail
Room 203, South Bank University, 202-230 Wandsworth Road, London SW8 2JZ   upkeep@sbu.ac.uk
Tel. 020-7815-7212 Fax. 020-7815-7213   http://www.sbu.ac.uk/upkeep

Appendix K-10: Upgraded Website – The Upkeep Museum

Appendix K-11: Upgraded Website – The Upkeep Museum

Upkeep: Museum -- The Speed of Decay - Microsoft Internet Explorer

File   Edit   View   Favorites   Tools   Help

Helping people learn how to look after buildings

Upkeep

Search   **Site Map**

| Home | About Upkeep | The Upkeep Museum | Home Advice | Training Courses | Charities F.M. Group | Links |

Adaptations for Disabled People	**Condensation**	**Conservation**	Decay	**Drainage**
Electrical Services	**External Damp Penetration**	**Fire Safety**	**Keeping Safe and Warm**
Loft Spaces	**Plumbing Systems**	**Roofs**	**Walls and Construction**	**Windows**

The Speed of Decay Exhibit

Exhibit Description

This display shows you how quickly things can go wrong if buildings are not well looked after. Even apparently minor problems can quickly lead to a state of decay.

Picture Description

The display shows you how the cost of remedial treatment can increase ten-fold over a period of just three-and-a-half years. Proper maintenance is cheaper, quicker and easier than major repairs.

Decay Related Links

- Advice
- Relevant Organisations
- Related Courses

Museum Gallery

| Home Page | Advice for Householders | The Upkeep Museum | Contact Upkeep | Charities Facilities Management Group |
| Training Courses | Training Calendar | City & Guilds Certificate | Training FAQ | Booking |

Copyright: Upkeep, 2003

Updated: Annette McGill, February, 2003

Upkeep
Room 203, South Bank University, 202-230 Wandsworth Road, London SW8 2JZ
Tel. 020-7815-7212 Fax. 020-7815-7213

E-mail
upkeep@sbu.ac.uk
http://www.sbu.ac.uk/upkeep

Appendix K-12: Upgraded Website – The Upkeep Museum

Appendix K-13: Upgraded Website – The Upkeep Museum

Upkeep: Museum -- The Electrical Services Exhibit - Microsoft Internet Explorer

File   Edit   View   Favorites   Tools   Help

Helping people learn how to look after buildings

Upkeep

Search   **Site Map**

Home | About Upkeep | The Upkeep Museum | Home Advice | Training Courses | Charities F.M. Group | Links

Adaptations for Disabled People	**Condensation**	**Conservation**	**Decay**	**Drainage**
Electrical Services	**External Damp Penetration**	**Fire Safety**	**Keeping Safe and Warm**
Loft Spaces	**Plumbing Systems**	**Roofs**	**Walls and Construction**	**Windows**

The Electrical Services Exhibit

Exhibit Description

An electrical installation designed to current standards is exhibited. Electrical wiring which has not been renewed in the last 30 years is likely to have been constructed using cables insulated with rubber, which have a limited life because the rubber continues to vulcanize and harden.

Picture Description

Old electrical wiring can be dangerous, modern examples of new wiring are shown here.

Electric Related Links

- Advice
- Relevant Organisations
- Related Courses

Museum Gallery

| Home Page | Advice for Householders | The Upkeep Museum | Contact Upkeep | Charities Facilities Management Group |
| Training Courses | Training Calendar | City & Guilds Certificate | Training FAQ | Booking |

Copyright: Upkeep, 2003

Upkeep
Room 203, South Bank University, 202-230 Wandsworth Road, London SW8 2JZ
Tel. 020-7815-7212 Fax. 020-7815-7213

Updated: Annette McGill, February, 2003

E-mail
upkeep@sbu.ac.uk
http://www.sbu.ac.uk/upkeep

Appendix K-14: Upgraded Website – The Upkeep Museum

File   Edit   View   Favorites   Tools   Help

Search   **Site Map**

Helping people learn how to look after buildings

Upkeep

| Home | About Upkeep | The Upkeep Museum | Home Advice | Training Courses | Charities F.M. Group | Links |

Adaptations for Disabled People	**Condensation**	**Conservation**	**Decay**	**Drainage**
Electrical Services	External Damp Penetration	**Fire Safety**	**Keeping Safe and Warm**
Loft Spaces	**Plumbing Systems**	**Roofs**	**Walls and Construction**	**Windows**

The External Damp Penetration Exhibit

Exhibit Description

Examples of good and bad practice in the installation of waste and soil pipes are on display in this exhibit as well as well various types of roofs.

Picture Description

This exhibit shows the rear elevation of two terraced houses, and indicates ways in which damp can enter through faulty construction or neglect.

Damp Related Links

- Advice
- Relevant Organisations
- Related Courses

Museum Gallery

| Home Page | Advice for Householders | The Upkeep Museum | Contact Upkeep | Charities Facilities Management Group |
| Training Courses | Training Calendar | City & Guilds Certificate | Training FAQ | Booking |

Copyright: Upkeep, 2003   Updated: Annette McGill, February, 2003

Upkeep
Room 203, South Bank University, 202-230 Wandsworth Road, London SW8 2JZ
Tel. 020-7815-7212 Fax. 020-7815-7213

E-mail
upkeep@sbu.ac.uk
http://www.sbu.ac.uk/upkeep

Appendix K-15: Upgraded Website – The Upkeep Museum

Upkeep: Museum -- The Fire Safety Exhibit - Microsoft Internet Explorer

File   Edit   View   Favorites   Tools   Help

Helping people learn how to look after buildings

Upkeep

Search   **Site Map**

| Home | About Upkeep | The Upkeep Museum | Home Advice | Training Courses | Charities F.M. Group | Links |

Adaptations for Disabled People	**Condensation**	**Conservation**	**Decay**	**Drainage**
Electrical Services	**External Damp Penetration**	Fire Safety	**Keeping Safe and Warm**
Loft Spaces	**Plumbing Systems**	**Roofs**	**Walls and Construction**	**Windows**

The Fire Safety Exhibit

Exhibit Description

Smoke alarms, domestic versions of which can now be obtained very cheaply, are essential to give timely warning, and should be placed so as to cover all areas of the building without giving an excessive number of false alarms from cooking odours.

Picture Description

This display shows examples of fire damage to furniture and of fire-fighting equipment and some of the ways building designers can reduce the risk of fire or limit its spread.

Fire Safety Related Links

- Advice
- Relevant Organisations
- Related Courses

Museum Gallery

| Home Page | Advice for Householders | The Upkeep Museum | Contact Upkeep | Charities Facilities Management Group |
| Training Courses | Training Calendar | City & Guilds Certificate | Training FAQ | Booking |

Copyright: Upkeep, 2003

Upkeep
Room 203, South Bank University, 202-230 Wandsworth Road, London SW8 2JZ
Tel. 020-7815-7212 Fax. 020-7815-7213

Updated: Annette McGill, February, 2003

E-mail
upkeep@sbu.ac.uk
http://www.sbu.ac.uk/upkeep

Appendix K-16: Upgraded Website – The Upkeep Museum

Upkeep: Museum -- The Exhibit on Keeping Safe and Warm - Microsoft Internet Explorer

File   Edit   View   Favorites   Tools   Help

Helping people learn how to look after buildings

Upkeep

Search   **Site Map**

| Home | About Upkeep | The Upkeep Museum | Home Advice | Training Courses | Charities F.M. Group | Links |

Adaptations for Disabled People	**Condensation**	**Conservation**	**Decay**	**Drainage**
Electrical Services	**External Damp Penetration**	**Fire Safety**	Keeping Safe and Warm
Loft Spaces	**Plumbing Systems**	**Roofs**	**Walls and Construction**	**Windows**

The Exhibit on Keeping Safe and Warm

Exhibit Description

The exhibits show how rooms may be kept warm, draught-free and secure, and which are particularly suitable for an older person. This room also looks at security measures householders can apply to doors and windows.

Picture Description

In small houses escape must be made through the windows if the stairs and external doors cannot be used. It is therefore essential to ensure that the windows can readily be used in this way, and without delay - only minutes may be available. Upper-floor windows should not be locked at night, and for any that are, the key should be available to the occupants. Opening windows, of sufficient size for a full-grown adult to pass through, should be provided.

Fire Safety Related Links

- Advice
- Relevant Organisations
- Related Courses

Museum Gallery

| Home Page | Advice for Householders | The Upkeep Museum | Contact Upkeep | Charities Facilities Management Group |
| Training Courses | Training Calendar | City & Guilds Certificate | Training FAQ | Booking |

Copyright: Upkeep, 2003

Updated: Annette McGill, February, 2003

Upkeep
Room 203, South Bank University, 202-230 Wandsworth Road, London SW8 2JZ
Tel. 020-7815-7212 Fax. 020-7815-7213

E-mail
upkeep@sbu.ac.uk
http://www.sbu.ac.uk/upkeep

Appendix K-17: Upgraded Website – The Upkeep Museum

Upkeep: Museum -- The Exhibit on Loft Spaces - Microsoft Internet Explorer

File   Edit   View   Favorites   Tools   Help

Helping people learn how to look after buildings

Upkeep

Search   **Site Map**

| Home | About Upkeep | The Upkeep Museum | Home Advice | Training Courses | Charities F.M. Group | Links |

Adaptations for Disabled People	**Condensation**	**Conservation**	**Decay**	**Drainage**
Electrical Services	**External Damp Penetration**	**Fire Safety**	**Keeping Safe and Warm**
Loft Spaces	**Plumbing Systems**	**Roofs**	**Walls and Construction**	**Windows**

The Exhibit on Loft Spaces

Exhibit Description

The loft space, although traditionally used for storage, is often neglected until something goes wrong, such as leakage of a water tank or of the roof itself. Regular inspection and maintenance is beneficial. Two examples of loft spaces are shown here, one untidy and neglected and the other tidy, well-insulated and constructed and fitted in accordance with current standards.

Picture Description

Two examples of loft spaces are on display at the museum. One is tidy, well-insulated and constructed and fitted in accordance with current standards. The other shown here is untidy and neglected.

Loft Related Links

- Advice
- Relevant Organisations
- Related Courses

Museum Gallery

| Home Page | Advice for Householders | The Upkeep Museum | Contact Upkeep | Charities Facilities Management Group |
| Training Courses | Training Calendar | City & Guilds Certificate | Training FAQ | Booking |

Copyright: Upkeep, 2003

Upkeep
Room 203, South Bank University, 202-230 Wandsworth Road, London SW8 2JZ
Tel. 020-7815-7212 Fax. 020-7815-7213

Updated: Annette McGill, February, 2003

E-mail
upkeep@sbu.ac.uk
http://www.sbu.ac.uk/upkeep

131

Appendix K-18: Upgraded Website – The Upkeep Museum

Upkeep: Museum -- The Plumbing Systems Exhibit - Microsoft Internet Explorer

File   Edit   View   Favorites   Tools   Help

Search   **Site Map**

Helping people learn how to look after buildings

Upkeep

Home | About Upkeep | The Upkeep Museum | Home Advice | Training Courses | Charities F.M. Group | Links

Adaptations for Disabled People	**Condensation**	**Conservation**	**Decay**	**Drainage**
Electrical Services	**External Damp Penetration**	**Fire Safety**	**Keeping Safe and Warm**
Loft Spaces	Plumbing Systems	**Roofs**	**Walls and Construction**	**Windows**

The Plumbing Exhibit

Exhibit Description

The exhibit is typical of modern systems using copper piping with solder and compression fittings.

Picture Description

A complete hot and cold water supply system, using a gas-fired boiler, is shown here, together with the waste-pipes and their connections to the sewage system.

Plumbing Related Links

- Advice
- Relevant Organisations
- Related Courses

Museum Gallery

| Home Page | Advice for Householders | The Upkeep Museum | Contact Upkeep | Charities Facilities Management Group |
| Training Courses | Training Calendar | City & Guilds Certificate | Training FAQ | Booking |

Copyright: Upkeep, 2003   Updated: Annette McGill, February, 2003

Upkeep
Room 203, South Bank University, 202-230 Wandsworth Road, London SW8 2JZ
Tel. 020-7815-7212 Fax. 020-7815-7213

E-mail
upkeep@sbu.ac.uk
http://www.sbu.ac.uk/upkeep

132

Appendix K-19 Upgraded Website – The Upkeep Museum

Upkeep: Museum -- The Roofing Exhibit - Microsoft Internet Explorer

File   Edit   View   Favorites   Tools   Help

Upkeep

Helping people learn how to look after buildings

Search   **Site Map**

| Home | About Upkeep | The Upkeep Museum | Home Advice | Training Courses | Charities F.M. Group | Links |

Adaptations for Disabled People	**Condensation**	**Conservation**	**Decay**	**Drainage**
Electrical Services	**External Damp Penetration**	**Fire Safety**	**Keeping Safe and Warm**
Loft Spaces	**Plumbing Systems**	Roofs	**Walls and Construction**	**Windows**

The Roofs Exhibit

Exhibit Description

Roofs are the most exposed part of a building, affected both by extremes of temperature and by Roofs are the most exposed part of a building, affected both by extremes of temperature and by weathering. A small undetected fault can cause more damage to an entire building than a larger problem elsewhere.

Flat roofs frequently develop defects and have poor durability. The problems may arise from bad design, or poor workmanship, and different types of defects are shown: damp and decay eradication of wood-boring insects, attack by fungi and moulds, wet and dry rot

Picture Description

This display shows you pitched roofs covered by slates, tiles and thatch. The display also shows you flat roofs -- these may be covered by lead, copper or other metals, or bituminous felt, plastics or asphalt. Deterioration of roofs and chimney-stacks is gradual, and failure to inspect them regularly and carry out timely maintenance may result in sudden failure, perhaps in a storm. A variety of tile and slate roof coverings is displayed here, together with a flat roof and a chimney stack. Some of the common problems which can arise on roofs are illustrated.

Roof Related Links

- Advice
- Relevant Organisations
- Related Courses

Museum Gallery

| Home Page | Advice for Householders | The Upkeep Museum | Contact Upkeep | Charities Facilities Management Group |
| Training Courses | Training Calendar | City & Guilds Certificate | Training FAQ | Booking |

Copyright: Upkeep, 2003   Updated: Annette McGill, February, 2003

Upkeep
Room 203, South Bank University, 202-230 Wandsworth Road, London SW8 2JZ
Tel. 020-7815-7212 Fax. 020-7815-7213

E-mail
upkeep@sbu.ac.uk
http://www.sbu.ac.uk/upkeep

133

Appendix K-20: Upgraded Website – The Upkeep Museum

Upkeep: Museum -- The Walls and Construction Exhibit - Microsoft Internet Explorer

File   Edit   View   Favorites   Tools   Help

Search   [Search]   **Site Map**

Helping people learn how to look after buildings

Upkeep

| Home | About Upkeep | The Upkeep Museum | Home Advice | Training Courses | Charities F.M. Group | Links |

Adaptations for Disabled People	**Condensation**	**Conservation**	**Decay**	**Drainage**
Electrical Services	**External Damp Penetration**	**Fire Safety**	**Keeping Safe and Warm**
Loft Spaces	**Plumbing Systems**	**Roofs**	Walls and Construction	**Windows**

The Walls and Construction Exhibit

Exhibit Description

The sections are roughly in chronological order. You should be able to identify the type of wall construction used in your home. The danger of altering a building without considering the effect on its structural integrity is illustrated. Models of roof structures and staircases built in the traditional manner are shown throughout the exhibit.

Picture Description

This shows different types of wall construction and gives information on the characteristic faults associated with different types of walls. Several different ways of building walls are shown here, from medieval wattle-and-daub to modern cavity construction.

Roof Related Links

- Advice
- Relevant Organisations
- Related Courses

Museum Gallery

| Home Page | Advice for Householders | The Upkeep Museum | Contact Upkeep | Charities Facilities Management Group |
| Training Courses | Training Calendar | City & Guilds Certificate | Training FAQ | Booking |

Copyright: Upkeep, 2003

Upkeep
Room 203, South Bank University, 202-230 Wandsworth Road, London SW8 2JZ
Tel. 020-7815-7212 Fax. 020-7815-7213

Updated: Annette McGill, February, 2003

E-mail
upkeep@sbu.ac.uk
http://www.sbu.ac.uk/upkeep

Appendix K-21: Upgraded Website – The Upkeep Museum

Appendix K-22: Upgraded Website – Home Advice

File　Edit　View　Favorites　Tools　Help

Search　　Site Map

Helping people learn how to look after buildings

Upkeep

| Home | About Upkeep | The Upkeep Museum | Home Advice | Training Courses | Charities F.M. Group | Links |

|　**Looking After Your Home**　|　**Maintenance Check**　|　**Advice on Getting Work Done**　|

Looking After Your Home

Your home is your greatest asset - don't take it for granted!

Your home is out in all weathers 24 hours per day. Buildings get old and components wear out. Regular maintenance will help you keep your home in good shape.

3 Steps to looking after your home:

1. Get to know your home.
2. Check your home regularly for defects.
3. Do regular maintenance and tackle repairs before they get serious.

1. Get to know your home:

- What type of building is it?
- What kind of roof does it have -- pitched or flat? Does it have slates or tiles?
- Do you know where the stop cock is in case of flooding?
- Where is the fusebox?

2. Check your home regularly for defects:

- Keep an eye on your house at all times - identifying a problem early can save you time and money.
- Do regular maintenance checks of the building, especially in spring (this gives you all summer to do any work needed) and in autumn (to make sure your home is protected against the winter weather).
- **Do a regular maintenance check: find out about what you should check.**

3. Do regular maintenance and tackle repairs before they get serious:

- You don't have to do all the work at once, but repairs to the chimney and roof and any faults which are causing damp patches should be dealt with urgently.
- **Keeping your property in good repair: advice on getting the work done.**

|　Home Page　|　Advice for Householders　|　The Upkeep Museum　|　Contact Upkeep　|　Charities Facilities Management Group　|
|　Training Courses　|　Training Calendar　|　City & Guilds Certificate　|　Training FAQ　|　Booking　|

Copyright: Upkeep, 2003　　　　　　　　　　　　　　　　Updated: Annette McGill, February, 2003

Upkeep
Room 203, South Bank University, 202-230 Wandsworth Road, London SW8 2JZ
Tel. 020-7815-7212 Fax. 020-7815-7213

E-mail
upkeep@sbu.ac.uk
http://www.sbu.ac.uk/upkeep

136

Appendix K-23: Upgraded Website – Home Advice

File   Edit   View   Favorites   Tools   Help

Helping people learn how to look after buildings

Upkeep

Search   **Site Map**

| Home | About Upkeep | The Upkeep Museum | Home Advice | Training Courses | Charities F.M. Group | Links |

| **Looking After Your Home** | Maintenance Check | **Advice on Getting Work Done** |

A Regular Maintenance Check

Here are some areas you should check:

Outside

- **Walls**
  - Look for cracks in brickwork, stonework and rendered walls such as pebble dash, as well as crumbling bricks or mortar. Major cracks and large areas of damaged wall need expert repair.
  - Make sure airbricks are kept clear of earth and leaves. Earth or paving should be at least six inches below floor level and should slope away from the house.

- **Doors and Windows**
  - Look for missing mastic or cement seals around windows and doors.
  - Look for rot or corrosion, missing putty and flaking paint, particularly in window frames (gentle prodding with a knife blade or screwdriver). Wood repair may need skilled carpentry.

- **Chimneys**
  - Look for broken chimney pots, cracked or worn brickwork, loose or missing pointing (the mortar between the bricks), loose flashings (the lead or zinc strips or cement sealing the joints between the chimney stack and the roof)
- **Roofs**
  - Look for missing, slipped or broken tiles or slates, and damaged or torn coverings to flat roofs.
- **Gutters**
  - Look for blockages (which you may be able to clear yourself), and cracks in the gutters.
- **Pipes**
  - Check for leaks in pipes and hopper heads. Particularly check for holes and cracks behind pipes – these may not be very noticeable, but they can be a cause of damp walls inside the house. Deal with dripping overflow pipes.

Inside

- **Central Heating**
  - Check radiators, release air if necessary. Clear out air grilles. Boilers should be serviced by specialists every summer.
- **Electrics**
  - Check for damaged or loose cables. If fuses fail often or if plug tops feel hot, call in a qualified electrician. Arrange for your house wiring to be tested every five years.
- **The Roof Space**
  - Look for signs of leaks through slates, tiles or roof lining (if there is one). Make sure that timbers are free from damp and woodworm; check that pipes and tanks are fully

Appendix K-24: Upgraded Website – Home Advice

Site Map - Microsoft Internet Explorer

File   Edit   View   Favorites   Tools   Help

Search

Site Map

Helping people learn how to look after buildings

Upkeep

| Home | About Upkeep | The Upkeep Museum | Home Advice | Training Courses | Charities F.M. Group | Links |

| **Looking After Your Home** | **Maintenance Check** | Advice on Getting Work Done |

Advice on Getting the Work Done

Getting Advice

- You can get advice on home repairs and maintenance from Citizens Advice Bureaux, libraries and DIY centres.
- If you are planning to have work done on your home, it is a good idea to inform youself about how buildings work. You can find a range of informative d.i.y. guides in good bookshops.

Money

- You may be eligible for a grant. Ask your local authority. Otherwise, talk to your bank or building society.

Finding a Good Builder

- Finding a reliable contractor to carry out any work is vital – or your home and your wallet are likely to suffer the consequences.
- Finding good builders may not be easy. Finding someone to do smaller jobs may be especially difficult.
- Ask friends and neigbhours, local authorities and Citizens Advice Bureaux. Look in the Yellow Pages under the National Council of Roofing Contractors, the Institute of Plumbing and the National Inspection Council for Electrical Installation Contracting.

Avoiding Cowboys

- Be wary of doorstep salesmen who claim to have noticed a problem and offer to fix it for a very cheap (often cash) sum.
- Headed paper which displays no address or land line telephone number - only a mobile - is another tell-tale sign.
- Try to get at least three written quotes or estimates – this will give you a good idea what work is involved and how much it should cost.
- Never make up-front payments.

If it is a Bigger or More Serious Project

- You may need an architect or a surveyor to help you.
- If you don't know of one, ask the Royal Institute of British Architects or the Royal Institution of Chartered Surveyors.

Advice on home maintenance.

Back to introduction to looking after your home.

| Home Page | Advice for Householders | The Upkeep Museum | Contact Upkeep | Charities Facilities Management Group |
| Training Courses | Training Calendar | City & Guilds Certificate | Training FAQ | Booking |

Copyright: Upkeep, 2003   Updated: Annette McGill, February, 2003

Upkeep   E-mail
Room 203, South Bank University, 202-230 Wandsworth Road, London SW8 2JZ   upkeep@sbu.ac.uk
Tel. 020 7815 7212 Fax 020 7815 7212

Appendix K-25: Upgraded Website – Training Courses

Upkeep: Training Courses -- Training Courses and Seminars - Microsoft Internet Explorer

File   Edit   View   Favorites   Tools   Help

Helping people learn how to look after buildings

Upkeep

Search   Site Map

| Home | About Upkeep | The Upkeep Museum | Home Advice | Training Courses | Charities F.M. Group | Links |

| **Courses & Seminars** | **Training Calendar** | **City & Guilds Certificate** | **Training FAQ** | **Booking** |

Upkeep Training Courses and Seminars

Upkeep provides training courses on all aspects of building repairs and maintenance.

Many of our courses use The Upkeep Museum to give participants a unique opportunity to learn how buildings work.

Find out about The Upkeep Museum

To find out about our current programme of events, visit our training calendar.

Go to training calendar.

NEW Upkeep and the City and Guilds are piloting a new qualification. The Certificate in Diagnosing Defects and Ordering Repairs is designed for people working in repairs and maintenance.

Find out about the Certificate

To find out about how to register for courses and seminars, visit our registration and information page.

Go to information page.

| Home Page | Advice for Householders | The Upkeep Museum | Contact Upkeep | Charities Facilities Management Group |
| Training Courses | Training Calendar | City & Guilds Certificate | Training FAQ | Booking |

Copyright: Upkeep, 2003

Updated: Annette McGill, February, 2003

Upkeep
Room 203, South Bank University, 202-230 Wandsworth Road, London SW8 2JZ
Tel. 020-7815-7212 Fax. 020-7815-7213

E-mail
upkeep@sbu.ac.uk
http://www.sbu.ac.uk/upkeep

Appendix K-26: Upgraded Website – Training Courses

Upkeep: Training Courses -- Training Calendar - Microsoft Internet Explorer

File   Edit   View   Favorites   Tools   Help

Helping people learn how to look after buildings

Upkeep

Search   Site Map

| Home | About Upkeep | The Upkeep Museum | Home Advice | Training Courses | Charities F.M. Group | Links |

| **Courses & Seminars** | *Training Calendar* | **City & Guilds Certificate** | **Training FAQ** | **Booking** |

Training Calendar

Questions? See the notes at the bottom of the page, or visit our Training FAQ.

Last updated: 16/1/03			Prices		
Date	**Course Title**	**Course Code**	**Band A**	**Band B**	**Band C**
January 2003					
Tue 21	Plumbing, Wastes and Drains	PL30121	95	135	145
Thu 30	Repairs Reporting Skills	RR30130	95	135	145
February					
Tue 4	Basic Building Construction	BA30204	95	135	145
Wed 5	Domestic Electrical and Heating Installations 1	EL30205	95	135	145
Thu 6	How to Improve Specification and Technical Report Writing	SP30206	95	155	165
Wed 12	Plumbing, Wastes and Drains	PL30212	95	135	145
Thu 13	How to Manage Asbestos in Buildings	AS30213	95	145	155
Tue 18	Repairs Reporting Skills	RR30218	95	135	145
Tue 25	Condensation, Damp and Decay	CO30320	95	135	145
Fri 28	Domestic Electrical and Heating Installations 1	EL30225	95	135	145
March					
Tue 11	City and Guilds Assessment (a.m.)	AS30311	95	95	95
Wed 12	Condensation, Damp and Decay	CD30312	95	135	145
Thu 13	Inspecting a Property 1	IN30313	95	135	145
Tue 18	Repairs Reporting Skills	RR30318	95	135	145
Wed 19	Adapting Properties for Disabled People	AD30319	95	135	145
Thu 20	Condensation, Damp and Decay	CO30320	95	135	145
Wed 26	Basic Building Construction	BB30326	95	135	145
Thu 27	Plumbing, Wastes and Drains	PL30327	95	135	145
April					
Thu 3	Domestic Gas Appliances and Regulations	GA30403	95	145	155
Thu 3	City and Guilds Assessment (a.m.)	CG30403	95	95	95
Tue 8	Subsidence and Cracking in Dwellings	SU30408	95	145	155
Tue 8	Domestic Electrical and Heating Installations 1	EL30408	95	135	145
Wed 9	Repairs Reporting Skills	RR30409	95	135	145
Thu 10	Basic Building Construction	BB30410	95	135	145
Thu 10	How to Manage Asbestos in Buildings	AS30410	95	145	155
Wed 16	Key Issues in Contract Administration (Day 1)	KE30416	95	135	145

Appendix K-27: Upgraded Website – Training Courses

Upkeep: Training Courses -- Adapting Properties for Disabled People - Microsoft Internet Explorer

File   Edit   View   Favorites   Tools   Help

Helping people learn how to look after buildings

Upkeep

| About Upkeep | The Upkeep Museum | Looking After Your Home | Training Courses | Charities F.M. Group |

| **Training Courses** | **Training Calendar** | **City & Guilds Certificate** | **Training FAQ** | **Booking** |

Adapting Properties for Disabled People

Dates: Wednesday, March 19, 2003

Aims: By the end of this course you will be able to identify aids and adaptations available for disabled people.

You will be able to identify the information required to help you assess which equipment is most appropriate for a particular client and situation. You will know what to check to ensure that equipment is correctly installed and well maintained.

This course will also look at alternative sources of funding for adaptations.

Designed for: Housing officers, technical officers and occupational therapists who specify aids and adaptations and oversee their installation. Project workers and wardens who are responsible for equipment maintenance will also benefit.

Key Points:
- what equipment is available for disabled people
- how to identify individual needs
- how to choose the right equipment
- overview of building regulations and planning issues
- how to oversee installation
- maintenance issues
- finding funding -- alternative sources to housing corporation funding

Venue: The Upkeep Museum, South Bank University, London

Prices: To help smaller organisations get access to training, we operate three price bands.

Band A:	£95.00	Housing Associations with less than 250 units in management.
Band B:	£135.00	Housing Associations, Co-operatives and charities with more than 250 units in management.
Band C:	£145.00	Local Authorities, other statutory authorities and commercial organisations.

Booking: To book your training places, download our booking form.

Questions? Visit our Training FAQ
or --
email us at upkeep@sbu.ac.uk

| Home Page | Advice for Householders | The Upkeep Museum | Contact Upkeep | Charities Facilities Management Group |
| Training Courses | Training Calendar | City & Guilds Certificate | Training FAQ | Booking |

Copyright: Upkeep, 2003
Upkeep
Room 203, South Bank University, 202-230 Wandsworth Road, London SW8 2JZ
Tel. 020-7815-7212 Fax. 020-7815-7213

Updated: Annette McGill, June, 2002
E-mail
upkeep@sbu.ac.uk
http://www.sbu.ac.uk/upkeep

Appendix K-28: Upgraded Website – Training Courses

Upkeep: Training Courses -- Asbestos in Buildings: The New Regulations - Microsoft Internet Explorer

File   Edit   View   Favorites   Tools   Help

Search   [   ]   Search   **Site Map**

Upkeep
Helping people learn how to look after buildings

| Home | About Upkeep | The Upkeep Museum | Home Advice | Training Courses | Charities F.M. Group | Links |

| **Courses & Seminars** | **Training Calendar** | **City & Guilds Certificate** | **Training FAQ** | **Booking** |

Asbestos in Buildings: The New Regulations

Dates: Thursday, February 13, 2003
Thursday, April 10, 2003

Aims: The course will look at the new regulations on managing asbestos in buildings and the requirements for surveying, record keeping and removing the problem materials.

Designed for: This course is designed for housing and property managers who may be responsible for dealing with the problem of possible asbestos in buildings.

This training course will be of particular interest to property owners and landlords, facility managers, consultants, construction, refurbishment and demolition contractors.

Key Points:
- understand the recent changes to the Control of Asbestos at Work Regulations
- understand who is considered to be a duty holder under the new legislation
- understand the requirements for assessing whether a premises contains aspestos, and the different types of surveys
- be able to identify the key steps to developing a management strategy for asbestos

Venue: The Upkeep Museum, South Bank University, London

Prices: To help smaller organisations get access to training, we operate three price bands.

Band A:	£95.00	Housing Associations with less than 250 units in management.
Band B:	£145.00	Housing Associations, Co-operatives and charities with more than 250 units in management.
Band C:	£155.00	Local Authorities, other statutory authorities and commercial organisations.

Booking: To book your training places, download our booking form.

Questions? Visit our Training FAQ
or --
email us at upkeep@sbu.ac.uk

Background: The Health and Safety Commission (HSC) has introduced a new law on managing asbestos in non-domestic premises.

The aim is to protect those in building related-occupations such as electricians, gas installers, plumbers and carpenters by ensuring they know where asbestos is in the premises.

THE HSC has included the new law in the Control of Asbestos at Work Regulations 2002 (CAW). It will affect workplace premises in both the public and private sectors.

The new Regulations were made in 2002, and the law on managing asbestos will come into effect on 21 May 2004.

The person/organisation who controls maintenance and repair of the premises will have the

Appendix K-29: Upgraded Website – Training Courses

Upkeep: Training Courses -- Basic Building Construction - Microsoft Internet Explorer

File   Edit   View   Favorites   Tools   Help

Helping people learn how to look after buildings

Upkeep

Search   Site Map

| Home | About Upkeep | The Upkeep Museum | Home Advice | Training Courses | Charities F.M. Group | Links |

| **Courses & Seminars** | **Training Calendar** | **City & Guilds Certificate** | **Training FAQ** | **Booking** |

Basic Building Construction

Dates: Tuesday, February 4, 2003
Wednesday, March 26, 2003
Thursday, April 10, 2003

Aims: By the end of this course, you will be able to give a general description of how buildings are constructed. You will be able to identify common defects in walls and roofs and their remedies.

You will have the opportunity to undertake practical work in the Care of Buildings Museum on identifying different types of wall and roof construction, describing common defects and ordering appropriate repairs.

Designed for: Housing officers, project workers, receptionists and caretakers who take repairs requests, as well as non-technical staff who inspect buildings or prepare works orders.

Key Points:
- the components of a building
- understanding foundations
- understanding the uses of and defects in damp proof courses
- identifying different types of wall construction
- identifying the main components of flat and pitched roofs, understanding roof spaces
- how to identify typical defects in pitched roofs
- how to identify common defects in flat roofs
- how to diagnose rain penetration and other defects

This course forms one module of the Upkeep/City and Guilds Certificate in Diagnosing Defects and Ordering Repairs.

Venue: The Upkeep Museum, South Bank University, London

Prices: To help smaller organisations get access to training, we operate three price bands.

Band A:	£95.00	Housing Associations with less than 250 units in management.
Band B:	£135.00	Housing Associations, Co-operatives and charities with more than 250 units in management.
Band C:	£145.00	Local Authorities, other statutory authorities and commercial organisations.

Booking: To book your training places, download our booking form.

Questions? Visit our Training FAQ
or --
email us at upkeep@sbu.ac.uk

| Home Page | Advice for Householders | The Upkeep Museum | Contact Upkeep | Charities Facilities Management Group |
| Training Courses | Training Calendar | City & Guilds Certificate | Training FAQ | Booking |

Copyright: Upkeep, 2003   Updated: Annette McGill, February 2003

Appendix K-30: Upgraded Website – Training Courses

Upkeep: Training Courses -- Condensation, Damp and Decay - Microsoft Internet Explorer

File   Edit   View   Favorites   Tools   Help

Search   **Site Map**

Helping people learn how to look after buildings

Upkeep

| Home | About Upkeep | The Upkeep Museum | Home Advice | Training Courses | Charities F.M. Group | Links |

| **Courses & Seminars** | **Training Calendar** | **City & Guilds Certificate** | **Training FAQ** | **Booking** |

Condensation, Damp and Decay

Dates:
Wednesday, March 12, 2003
Thursday, March 20, 2003
Thursday, May 1, 2003
Wednesday, June 4, 2003

Aims: *Tenants often report "damp" in their homes. Learn how to tell the difference between water penetration, condensation, and rising damp, and what causes them..*

By the end of this course, you will be able to list the main causes of condensation in the home and will be able to tell the difference between condensation, water penetration and damp.

You will be able to identify some of the steps tenants can take to avoid condensation problems in their homes. You will also learn about the types of rot and infestation which can affect buildings.

Designed for: Housing officers, receptionists and staff who deal with tenants concerned about condensation and damp. Suitable for non-technical staff who visit properties and need to be able to identify condensation and its causes.

Key Points:
- the differences between condensation, water penetration and rising damp
- how to recognise the symptoms of condensation, water penetration and damp
- identifying the causes
- remedies for condensation and damp
- talking to tenants about reducing condensation
- infestation and rot

This course forms one module of the Upkeep/City and Guilds Certificate in Diagnosing Defects and Ordering Repairs.

Venue: The Upkeep Museum, South Bank University, London

Prices: To help smaller organisations get access to training, we operate three price bands.

Band A:	£95.00	Housing Associations with less than 250 units in management.
Band B:	£135.00	Housing Associations, Co-operatives and charities with more than 250 units in management.
Band C:	£145.00	Local Authorities, other statutory authorities and commercial organisations.

Booking: To book your training places, download our booking form.

Questions? Visit our Training FAQ
or --
email us at upkeep@sbu.ac.uk

144

Appendix K-31: Upgraded Website – Training Courses

Upkeep: Training Courses -- Domestic Electrical & Heating Installations 1 - Microsoft Internet Explorer

File   Edit   View   Favorites   Tools   Help

Search   Site Map

Upkeep
Helping people learn how to look after buildings

| Home | About Upkeep | The Upkeep Museum | Home Advice | Training Courses | Charities F.M. Group | Links |

| **Courses & Seminars** | **Training Calendar** | **City & Guilds Certificate** | **Training FAQ** | **Booking** |

Domestic Electrical & Heating Installations 1

Dates:
Wednesday, February 5, 2003
Friday, February 28, 2003
Tuesday, April 8, 2003
Wednesday, May 21, 2003

Aims:
By the end of this course you will be able to identify the main components of domestic electrical installations.

You will be able to diagnose simple electrical defects and carry out basic safety checks.

You will also be able to identify the main components of domestic heating systems and describe some of the common problems that occur, as well as the remedies required.

Designed for:
Housing officers, receptionists and other non-technical staff who need an understanding of heating systems and electrics to complete repairs orders. Also for non-technical staff who carry out inspections.

Key Points:
- the layout of electrical circuits and ring mains
- electrical safety
- safety checks of existing installations
- cabling, switches and sockets
- the function of fuses and contact breakers
- how central heating systems work
- identifying the main components
- common defects in central heating systems

Venue: The Upkeep Museum, South Bank University, London

Prices: To help smaller organisations get access to training, we operate three price bands.

Band A:	£95.00	Housing Associations with less than 250 units in management.
Band B:	£135.00	Housing Associations, Co-operatives and charities with more than 250 units in management.
Band C:	£145.00	Local Authorities, other statutory authorities and commercial organisations.

Booking: To book your training places, download our booking form.

Questions?
Visit our Training FAQ
or --
email us at upkeep@sbu.ac.uk

| Home Page | Advice for Householders | The Upkeep Museum | Contact Upkeep | Charities Facilities Management Group |
| Training Courses | Training Calendar | City & Guilds Certificate | Training FAQ | Booking |

Copyright: Upkeep, 2003   Updated: Annette McGill, February, 2003

145

Appendix K-32: Upgraded Website – Training Courses

Upkeep: Training Courses -- Domestic Electrical & Heating Installations 2 - Microsoft Internet Explorer

File　Edit　View　Favorites　Tools　Help

Search　　　　　**Site Map**

Helping people learn how to look after buildings

Upkeep

| Home | About Upkeep | The Upkeep Museum | Home Advice | Training Courses | Charities F.M. Group | Links |

| **Courses & Seminars** | **Training Calendar** | **City & Guilds Certificate** | **Training FAQ** | **Booking** |

Domestic Electrical & Heating Installations 2

Dates:　Tuesday, March 4, 2003

Aims:　This is an intermediate-level course for technical staff and surveyors who need to update their knowledge on this topic.

By the end of this course, participants will have a good general understanding of how to interpret the regulations on electrical installations accurately. You will learn how the regulations affect domestic installations and the key points to check. You will learn how to identify the main components of domestic central heating installations, including terminology, location and common defects.

Designed for:　Building surveyors, technical officers and staff with a good basic technical knowledge who inspect and check electrical installations for safety.

Key Points:
- understanding the layout of domestic electrical installations & domestic central heating installations
- a review of the IEE's Requirements for Electrical Installation, 16th Edition
- the main requirements of Part 4, Protection for Safety, Regulations
- safety checks on existing installations

Venue:　The Upkeep Museum, South Bank University, London

Prices:　To help smaller organisations get access to training, we operate three price bands.

Band A:	£95.00	Housing Associations with less than 250 units in management.
Band B:	£145.00	Housing Associations, Co-operatives and charities with more than 250 units in management.
Band C:	£155.00	Local Authorities, other statutory authorities and commercial organisations.

Booking:　To book your training places, download our booking form.

Questions?　Visit our Training FAQ
or --
email us at upkeep@sbu.ac.uk

| Home Page | Advice for Householders | The Upkeep Museum | Contact Upkeep | Charities Facilities Management Group |
| Training Courses | Training Calendar | City & Guilds Certificate | Training FAQ | Booking |

Copyright: Upkeep, 2003

Updated: Annette McGill, February, 2003

Upkeep
Room 203, South Bank University, 202-230 Wandsworth Road, London SW8 2JZ
Tel. 020-7815-7212 Fax. 020-7815-7213

E-mail
upkeep@sbu.ac.uk
http://www.sbu.ac.uk/upkeep

146

Appendix K-33: Upgraded Website – Training Courses

Upkeep: Training Courses -- Domestic Gas Appliances and Regulations - Microsoft Internet Explorer

File   Edit   View   Favorites   Tools   Help

Search   Site Map

Upkeep
Helping people learn how to look after buildings

| Home | About Upkeep | The Upkeep Museum | Home Advice | Training Courses | Charities F.M. Group | Links |

| **Courses & Seminars** | **Training Calendar** | **City & Guilds Certificate** | **Training FAQ** | **Booking** |

Domestic Gas Appliances and Regulations

Dates: Thursday, April 3, 2003

Aims: Carbon Monoxide from gas appliances kills 30 people per year. The government has introduced new regulations to try and combat the increasing number of gas-related incidents.

The regulations place new duties on Landlords and Managing Agents. Penalties for breach of this legislation can be considerable.

This course is designed to help you understand and apply the relevant regulations to different types of domestic gas appliances.

By the end of this course you will be able to identify how different regulations apply to domestic gas appliances. You will be able to identify the main points to note in relation to different types of gas appliances and their ventilation and understand the RIDDOR regulations.

Designed for: Building surveyors, technical officers and staff with a good basic technical knowledge who are involved in dealing with contractors in regard to gas safety inspections (CORGI).

Key Points:
- The Regulations
    - Gas Acts
    - Building Acts
    - Water Act
- Gas Appliances
    - flue-less
    - open-flue
    - balanced flue
    - ventilation
    - locations
- Unsafe Situations Procedure

Venue: The Upkeep Museum, South Bank University, London

Prices: To help smaller organisations get access to training, we operate three price bands.

Band A:	£95.00	Housing Associations with less than 250 units in management.
Band B:	£145.00	Housing Associations, Co-operatives and charities with more than 250 units in management.
Band C:	£155.00	Local Authorities, other statutory authorities and commercial organisations.

Booking: To book your training places, download our booking form.

Questions? Visit our Training FAQ
or --

Appendix K-34: Upgraded Website – Training Courses

Upkeep: Training Courses -- Inspecting a Property 1 - Microsoft Internet Explorer

File   Edit   View   Favorites   Tools   Help

Search   **Site Map**

Upkeep
Helping people learn how to look after buildings

| Home | About Upkeep | The Upkeep Museum | Home Advice | Training Courses | Charities F.M. Group | Links |

| **Courses & Seminars** | **Training Calendar** | **City & Guilds Certificate** | **Training FAQ** | **Booking** |

Inspecting a Property 1

Dates: Thursday, March 13, 2003
Wednesday, July 2, 2003

Aims: By the end of this course you will be able to carry out a simple inspection of a void or tenanted domestic property and list common defects.

During the course you will have had the opportunity to do practical work learning inspection skills in the Care of Buildings Museum.

Designed for: Housing officers and other non-technical staff who are asked to carry out inspections of voids and tenanted properties.

Key Points:
- understanding the aims of conducting property inspections
- learning how to structure the inspection process
- how to ensure you are following good practice on health and safety
- what to check outside a property
- what to check inside a property
- how to identify defects
- how to record information accurately
- how to gather information from tenants
- knowing when to call in surveyors

Venue: The Upkeep Museum, South Bank University, London

Prices: To help smaller organisations get access to training, we operate three price bands.

Band A:	£95.00	Housing Associations with less than 250 units in management.
Band B:	£135.00	Housing Associations, Co-operatives and charities with more than 250 units in management.
Band C:	£145.00	Local Authorities, other statutory authorities and commercial organisations.

Booking: To book your training places, download our booking form.

Questions? Visit our Training FAQ
or --
email us at upkeep@sbu.ac.uk

| Home Page | Advice for Householders | The Upkeep Museum | Contact Upkeep | Charities Facilities Management Group |
| Training Courses | Training Calendar | City & Guilds Certificate | Training FAQ | Booking |

Copyright: Upkeep, 2003

Upkeep
Room 203, South Bank University, 202-230 Wandsworth Road, London SW8 2JZ
Tel. 020-7815-7212 Fax. 020-7815-7213

Updated: Annette McGill, February, 2003

E-mail
upkeep@sbu.ac.uk
http://www.sbu.ac.uk/upkeep

Appendix K-35: Upgraded Website – Training Courses

Upkeep: Training Courses -- Inspecting a Property 2 - Microsoft Internet Explorer

File   Edit   View   Favorites   Tools   Help

Search   Site Map

Upkeep
Helping people learn how to look after buildings

| Home | About Upkeep | The Upkeep Museum | Home Advice | Training Courses | Charities F.M. Group | Links |

| **Courses & Seminars** | **Training Calendar** | **City & Guilds Certificate** | **Training FAQ** | **Booking** |

Inspecting a Property 2

Dates: Thursday, July 3, 2003

Aims: By the end of this course you will be able to measure accurately using the metric scale. You will understand the principles of basic measuring on quantities.

During this course you will have an opportunity to do practical work on inspecting, measuring and simple specifying, both in the Upkeep Museum and in the local area.

Designed for: Housing officers and other non-technical staff who carry out regular property inspections.

This course is designed for staff who have attended Inspecting a Property 1, or who are already familiar with the inspection process.

Key Points:
- measuring skills
- metric and imperial measures
- sketching out basic floor plans and locating defects
- identifying the defect accurately
- basic measuring on quantities
- checking property history
- when to call in surveyors

Venue: The Upkeep Museum, South Bank University, London

Prices: To help smaller organisations get access to training, we operate three price bands.

Band A:	£95.00	Housing Associations with less than 250 units in management.
Band B:	£135.00	Housing Associations, Co-operatives and charities with more than 250 units in management.
Band C:	£145.00	Local Authorities, other statutory authorities and commercial organisations.

Booking: To book your training places, download our booking form.

Questions? Visit our Training FAQ
or --
email us at upkeep@sbu.ac.uk

| Home Page | Advice for Householders | The Upkeep Museum | Contact Upkeep | Charities Facilities Management Group |
| Training Courses | Training Calendar | City & Guilds Certificate | Training FAQ | Booking |

Copyright: Upkeep, 2003   Updated: Annette McGill, February, 2003

Upkeep   E-mail
Room 203, South Bank University, 202-230 Wandsworth Road, London SW8 2JZ   upkeep@sbu.ac.uk
Tel. 020-7815-7212 Fax. 020-7815-7213   http://www.sbu.ac.uk/upkeep

Appendix K-36: Upgraded Website – Training Courses

Upkeep: Training Courses -- Key Issues in Contact Administration - Microsoft Internet Explorer
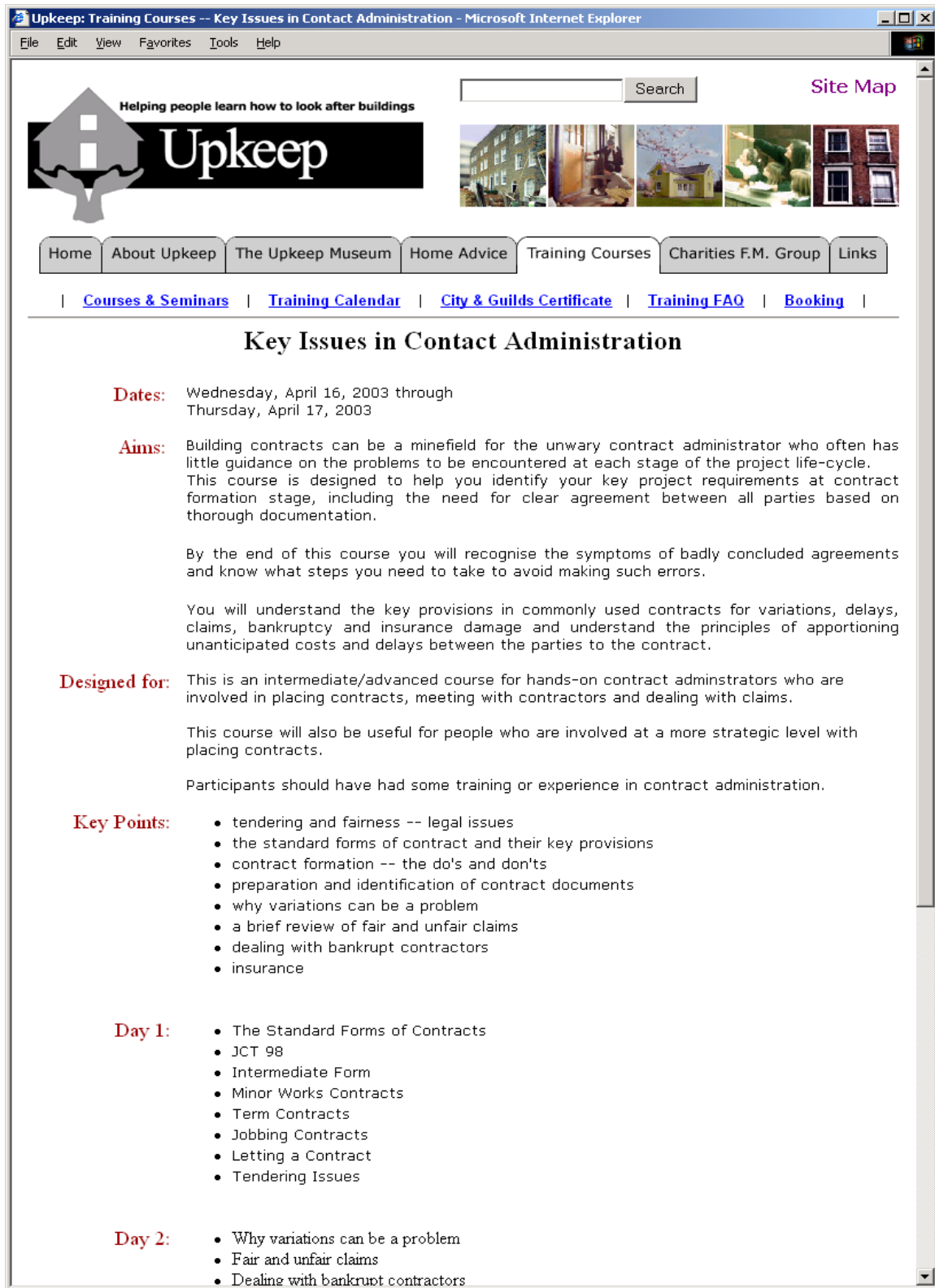
File   Edit   View   Favorites   Tools   Help

Helping people learn how to look after buildings

Upkeep

Search   Site Map

| Home | About Upkeep | The Upkeep Museum | Home Advice | Training Courses | Charities F.M. Group | Links |

| **Courses & Seminars** | **Training Calendar** | **City & Guilds Certificate** | **Training FAQ** | **Booking** |

Key Issues in Contact Administration

Dates: Wednesday, April 16, 2003 through
Thursday, April 17, 2003

Aims: Building contracts can be a minefield for the unwary contract administrator who often has little guidance on the problems to be encountered at each stage of the project life-cycle. This course is designed to help you identify your key project requirements at contract formation stage, including the need for clear agreement between all parties based on thorough documentation.

By the end of this course you will recognise the symptoms of badly concluded agreements and know what steps you need to take to avoid making such errors.

You will understand the key provisions in commonly used contracts for variations, delays, claims, bankruptcy and insurance damage and understand the principles of apportioning unanticipated costs and delays between the parties to the contract.

Designed for: This is an intermediate/advanced course for hands-on contract adminstrators who are involved in placing contracts, meeting with contractors and dealing with claims.

This course will also be useful for people who are involved at a more strategic level with placing contracts.

Participants should have had some training or experience in contract administration.

Key Points:
- tendering and fairness -- legal issues
- the standard forms of contract and their key provisions
- contract formation -- the do's and don'ts
- preparation and identification of contract documents
- why variations can be a problem
- a brief review of fair and unfair claims
- dealing with bankrupt contractors
- insurance

Day 1:
- The Standard Forms of Contracts
- JCT 98
- Intermediate Form
- Minor Works Contracts
- Term Contracts
- Jobbing Contracts
- Letting a Contract
- Tendering Issues

Day 2:
- Why variations can be a problem
- Fair and unfair claims
- Dealing with bankrupt contractors

Appendix K-37: Upgraded Website – Training Courses

Upkeep: Training Courses -- Plumbing, Wastes, and Drains - Microsoft Internet Explorer

File   Edit   View   Favorites   Tools   Help

Helping people learn how to look after buildings

Upkeep

Search   Site Map

| Home | About Upkeep | The Upkeep Museum | Home Advice | Training Courses | Charities F.M. Group | Links |

| __Courses & Seminars__ | __Training Calendar__ | __City & Guilds Certificate__ | __Training FAQ__ | __Booking__ |

Plumbing, Wastes, and Drains

Dates: Tuesday, January 21, 2003
Wednesday, February 12, 2003
Thursday, March 27, 2003
Wednesday, May 14, 2003

Aims: By the end of this course you will be able to identify the main components of a domestic plumbing system. You will know the type of questions to ask tenants in order to be able to identify simple defects, and to suggest appropriate remedial works.

You will have the opportunity to do practical work in The Upkeep Museum: handling plumbing components to get experience of identifying and naming components, and looking at a plumbing system to practice diagnosing common defects.

Designed for: Housing officers, project workers, receptionists and caretakers who take repairs requests, as well as non-technical staff who inspect buildings or prepare works orders.

Key Points:
- how cold water systems work
- how hot water systems work
- locating the main components of domestic plumbing systems
- identifying key plumbing components
- understanding common faults
- understanding the layout and terminology of wastes and drains
- how to diagnose defects
- asking the right questions and recommending preventative measures
- recommending preventative measures

This course forms one module of the Upkeep/City and Guilds Certificate in Diagnosing Defects and Ordering Repairs.

Venue: The Upkeep Museum, South Bank University, London

Prices: To help smaller organisations get access to training, we operate three price bands.

Band A:	£95.00	Housing Associations with less than 250 units in management.
Band B:	£135.00	Housing Associations, Co-operatives and charities with more than 250 units in management.
Band C:	£145.00	Local Authorities, other statutory authorities and commercial organisations.

Booking: To book your training places, download our booking form.

Questions? Visit our Training FAQ
or --
email us at upkeep@sbu.ac.uk

| Home Page | Advice for Householders | The Upkeep Museum | Contact Upkeep | Charities Facilities Management Group |

Appendix K-38: Upgraded Website – Training Courses

Upkeep: Training Courses -- Repairs Reporting Skills - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Search   Site Map

Upkeep
Helping people learn how to look after buildings

| Home | About Upkeep | The Upkeep Museum | Home Advice | Training Courses | Charities F.M. Group | Links |

| **Courses & Seminars** | **Training Calendar** | **City & Guilds Certificate** | **Training FAQ** | **Booking** |

Repairs Reporting Skills

Dates:
Thursday, January 30, 2003
Tuesday, February 18, 2003
Tuesday, March 18, 2003

Aims:
This course is designed to teach you the skills you need to deal with repairs requests. By the end of this course you will have improved your diagnostic and questioning skills. You will be better able to prioritise repairs and write more specific repairs orders.

You will have the opportunity to practice your new skills in the Care of Buildings Museum.

Designed for:
Front-line staff who take repairs requests and order works.

People who come on this course should ideally have attended some courses on building services, or have some understanding of building construction and services.

Key Points:
- identifying the problem
- getting all the relevant information
- understanding landlord and tenant responsibilities
- understanding maintenance service standards
- prioritising repairs
- writing effective repairs orders

This course forms one module of the Upkeep/City and Guilds Certificate in Diagnosing Defects and Ordering Repairs.

Venue:
The Upkeep Museum, South Bank University, London

Prices:
To help smaller organisations get access to training, we operate three price bands.

Band A:	£95.00	Housing Associations with less than 250 units in management.
Band B:	£135.00	Housing Associations, Co-operatives and charities with more than 250 units in management.
Band C:	£145.00	Local Authorities, other statutory authorities and commercial organisations.

Booking:
To book your training places, download our booking form.

Questions?
Visit our Training FAQ
or --
email us at upkeep@sbu.ac.uk

| Home Page | Advice for Householders | The Upkeep Museum | Contact Upkeep | Charities Facilities Management Group |
| Training Courses | Training Calendar | City & Guilds Certificate | Training FAQ | Booking |

Copyright: Upkeep, 2003   Updated: Annette McGill, February, 2003

Upkeep   E-mail
Room 203, South Bank University, 202-230 Wandsworth Road, London SW8 2JZ   upkeep@sbu.ac.uk

Appendix K-39: Upgraded Website – Training Courses

Upkeep: Training Courses -- Subsidence and Cracking in Dwellings - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Helping people learn how to look after buildings

Upkeep

Search   Site Map

| Home | About Upkeep | The Upkeep Museum | Home Advice | Training Courses | Charities F.M. Group | Links |

| **Courses & Seminars** | **Training Calendar** | **City & Guilds Certificate** | **Training FAQ** | **Booking** |

Subsidence and Cracking in Dwellings

Dates: Tuesday, April 8, 2003

Aims: What are the main causes of cracking in buildings? How to distinguish between cracks caused by subsidence and those caused by structural faults. Remedial action -- what can be done and how to assess which is most suitable.

Designed for: Building surveyors, technical officers and staff with a good basic technical knowledge who inspect and check electrical installations for safety.

Key Points:
- understanding the causes of settlement cracks
- movement and vibration, moisture and subsidence
- monitoring and assessment of settlement cracks
- site survey
- how to measure width and shear
- deciding appropriate remedial action
- recent thinking on underpinning and other action
- brickwork: stitching, grouting, and tying
- notes on insurance

Venue: The Upkeep Museum, South Bank University, London

Prices: To help smaller organisations get access to training, we operate three price bands.

Band A:	£95.00	Housing Associations with less than 250 units in management.
Band B:	£145.00	Housing Associations, Co-operatives and charities with more than 250 units in management.
Band C:	£155.00	Local Authorities, other statutory authorities and commercial organisations.

Booking: To book your training places, download our booking form.

Questions? Visit our Training FAQ
or --
email us at upkeep@sbu.ac.uk

| Home Page | Advice for Householders | The Upkeep Museum | Contact Upkeep | Charities Facilities Management Group |
| Training Courses | Training Calendar | City & Guilds Certificate | Training FAQ | Booking |

Copyright: Upkeep, 2003

Upkeep
Room 203, South Bank University, 202-230 Wandsworth Road, London SW8 2JZ
Tel. 020-7815-7212 Fax. 020-7815-7213

Updated: Annette McGill, February, 2003

E-mail
upkeep@sbu.ac.uk
http://www.sbu.ac.uk/upkeep

Appendix K-40: Upgraded Website – Training Courses

Upkeep: Training Courses -- How To Improve your Specification and Technical Report Writing - Microsoft Internet Explorer

File   Edit   View   Favorites   Tools   Help

Helping people learn how to look after buildings

Upkeep

Search   Site Map

| Home | About Upkeep | The Upkeep Museum | Home Advice | Training Courses | Charities F.M. Group | Links |

| **Courses & Seminars** | **Training Calendar** | **City & Guilds Certificate** | **Training FAQ** | **Booking** |

How to Improve your Specification and Technical Report Writing

Dates: February 6, 2003

Aims: A good, precise specification is essential if you want to ensure that work is carried out to an acceptable standard. Many people don't like drawing up specifications because they don't understand how to structure and prepare them. This course is designed to help technical staff communicate clearly and precisely in writing.

You will learn good practice in writing specifications and technical reports covering works such as planned maintenance, improvements and works to void properties.

You will be able to identify the key parts of specifications and reports, and will be able to apply a recognised and appropriate structure to documents.

Designed for: Staff who have to write specifications and reports and who already have a good knowledge of construction.

Key Points:
- where do specifications fit into contract documents?
- an overview of contract documents
- what you should do before you write
- sources of information, standards and judgements
- identifying and dealing with health and safety issues
- planning the specification using an NBS minor works version
- the final check -- 10 items to check before sending it out
- practical case study on how to: -- select clauses -- build up work clauses
- seven steps to writing a clear report
- how to adapt writing style to your audience
- when illustrations are better than words

Venue: The Upkeep Museum, South Bank University, London

Prices: To help smaller organisations get access to training, we operate three price bands.

Band A:	£95.00	Housing Associations with less than 250 units in management.
Band B:	£155.00	Housing Associations, Co-operatives and charities with more than 250 units in management.
Band C:	£165.00	Local Authorities, other statutory authorities and commercial organisations.

Booking: To book your training places, download our booking form.

Questions? Visit our Training FAQ
or --
email us at upkeep@sbu.ac.uk

| Home Page | Advice for Householders | The Upkeep Museum | Contact Upkeep | Charities Facilities Management Group |
| Training Courses | Training Calendar | City & Guilds Certificate | Training FAQ | Booking |

Appendix K-41: Upgraded Website – Training Courses

Upkeep: Training Courses -- Understanding Contracts for Building Work - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Search   Site Map

Upkeep
Helping people learn how to look after buildings

| Home | About Upkeep | The Upkeep Museum | Home Advice | Training Courses | Charities F.M. Group | Links |

| **Courses & Seminars** | **Training Calendar** | **City & Guilds Certificate** | **Training FAQ** | **Booking** |

Understanding Contracts for Building Work

Dates: Wednesday, April 30, 2003

Aims: By the end of this course you will be able to identify key performance indicators, and understand the choice of contract and method of tendering for building projects.

You will understand the requirements each contract places on the contractor for meeting indicators and the contractual measures for poor performance. You will appreciate principles of monitoring performance and key elements in setting up a project monitoring system.

Workers at the front line in housing maintenance deal with contractors on a daily basis, but are given little understanding of how contracts work and how contractors should be monitored.

This course is designed to give you a good basic understanding of the range of contracts available for projects such as extensions, alterations, repairs or maintenance work, as well as the principles of contract administration and the skills of monitoring contractors.

Designed for: This is an introductory course for housing workers who work with contractors but who have had little or no training in contract administration.

Key Points:
- project requirements and how they are balanced
- setting key performance indicators from project requirements
- selecting the appropriate contract
- selecting the appropriate contractor
- key contract clauses relating to performance
- remedies for poor contractor performance
- producing contracts and contract documents
- avoiding failure by preparation and monitoring

Venue: The Upkeep Museum, South Bank University, London

Prices: To help smaller organisations get access to training, we operate three price bands.

Band A:	£95.00	Housing Associations with less than 250 units in management.
Band B:	£135.00	Housing Associations, Co-operatives and charities with more than 250 units in management.
Band C:	£145.00	Local Authorities, other statutory authorities and commercial organisations.

Booking: To book your training places, download our booking form.

Questions? Visit our Training FAQ
or --
email us at upkeep@sbu.ac.uk

| Home Page | Advice for Householders | The Upkeep Museum | Contact Upkeep | Charities Facilities Management Group |
| Training Courses | Training Calendar | City & Guilds Certificate | Training FAQ | Booking |

Appendix K-42: Upgraded Website – Training Courses

Upkeep: Training Courses -- Upkeep/City & Guilds Certificate - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Search   **Site Map**

Helping people learn how to look after buildings

Upkeep

| Home | About Upkeep | The Upkeep Museum | Home Advice | Training Courses | Charities F.M. Group | Links |

| **Courses & Seminars** | **Training Calendar** | City & Guilds Certificate | **Training FAQ** | **Booking** |

Upkeep/City & Guilds Certificate

Background:
Upkeep and the City and Guilds are piloting a new qualification for people working in repairs and maintenance.

The new Certificate is designed to give people the skills they need to diagnose defects, take repairs requests and prepare repairs orders.

The Certificate will be awarded by the City and Guilds. It will provide a nationally-recognised qualification.

Designed for:
Non-technical staff who take repairs requests from tenants either in person or over the telephone. Suitable for people working in housing and property management.

Format:
The certificate will have a modular structure, consisting of five one-day training courses at The Upkeep Museum, followed by formal written and practical assessment leading to a City and Guilds Certificate. Award of the Certificate will be dependent upon successful achievement in the assessment.

Course Dates:
The Certificate has a modular structure. This means candidates can take the five units over a period of time which suits them and their organisation.

Upkeep delivers each of the one-day courses which make up the units at regular intervals throughout the year. Check our course calendar for dates of the courses.

Prices:
The prices for each unit will be the same as our standard course prices. You can check these prices on our course calendar. The cost of the assessment is likely to be £95.00 per candidate.

Timing:
Upkeep is getting accredited as City and Guilds Centre.

We hope to complete this process by mid-May. Once this is achieved, we can pilot the first assessment of candidates and review the results. We expect the first assessment to take place in late May or June, 2002.

Venue:
All the training will be delivered at Upkeep, in The Upkeep Museum in London. Go to this page for more details about the Museum.

Five Units:
Each of these one-day courses forms one unit credit towards the full Certificate:
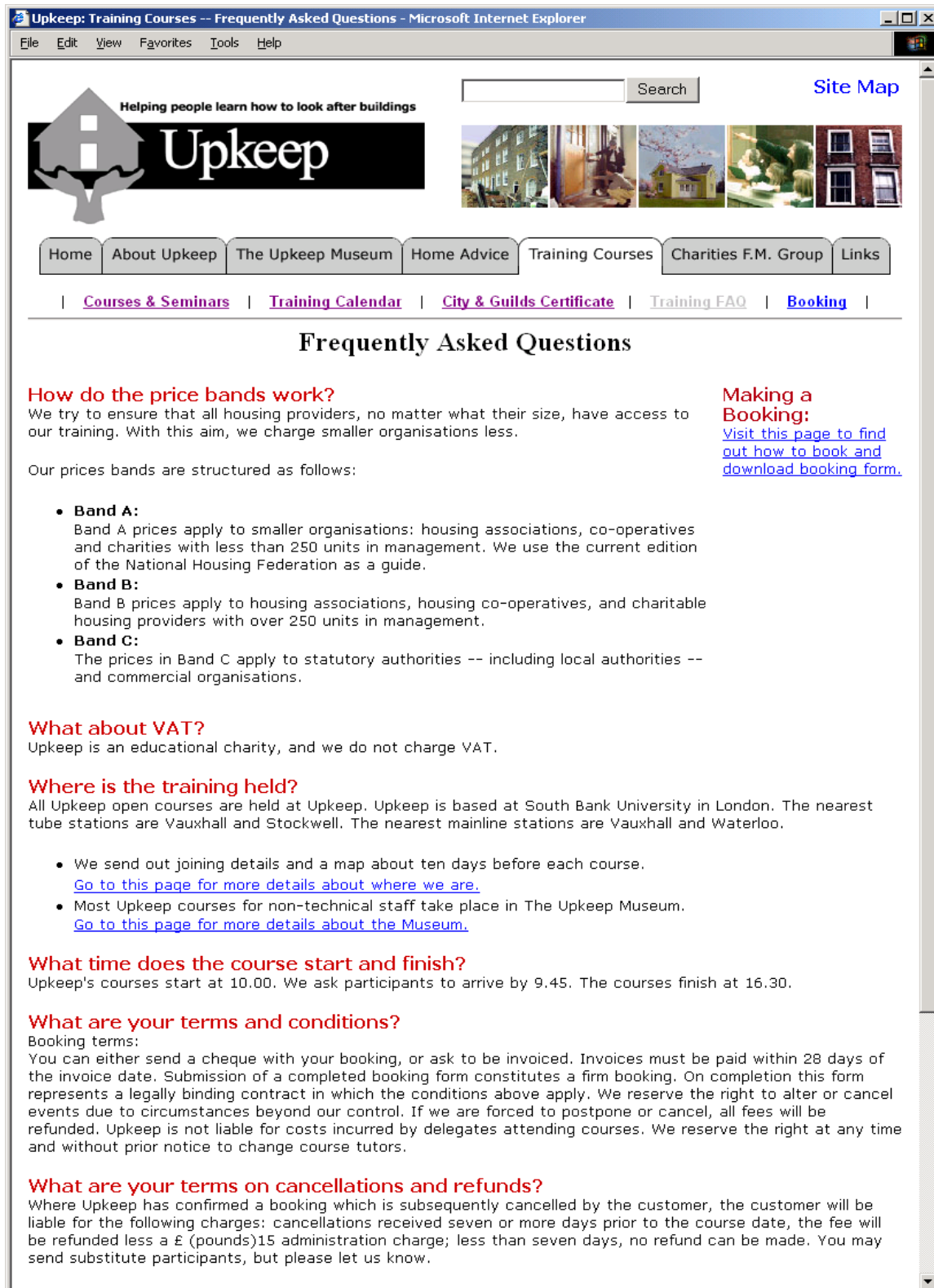
1. Basic Building Construction
2. Condensation, Damp and Decay
3. Plumbing, Wastes and Drains
4. Domestic Electrical and Heating Systems 1
5. Repairs Reporting Skills

One Assessment
When you have completed the five modular units you can undertake the assessment. The assessment will consist of a two-hour written paper consisting of multiple-choice and short answer questions, as well as a practical assignment in The Upkeep Museum.

One Certificate
After completing the five units and passing the assessment, candidates will be awarded the Certificate in Diagnosing Defects and Ordering Repairs by the City and Guilds.

| Home Page | Advice for Householders | The Upkeep Museum | Contact Upkeep | Charities Facilities Management Group |

Appendix K-43: Upgraded Website – Training Courses

Upkeep: Training Courses -- Frequently Asked Questions - Microsoft Internet Explorer

File   Edit   View   Favorites   Tools   Help

Search   **Site Map**

Helping people learn how to look after buildings

Upkeep

| Home | About Upkeep | The Upkeep Museum | Home Advice | Training Courses | Charities F.M. Group | Links |

| **Courses & Seminars** | **Training Calendar** | **City & Guilds Certificate** | Training FAQ | **Booking** |

Frequently Asked Questions

How do the price bands work?

We try to ensure that all housing providers, no matter what their size, have access to our training. With this aim, we charge smaller organisations less.

Our prices bands are structured as follows:

- **Band A:**
  Band A prices apply to smaller organisations: housing associations, co-operatives and charities with less than 250 units in management. We use the current edition of the National Housing Federation as a guide.
- **Band B:**
  Band B prices apply to housing associations, housing co-operatives, and charitable housing providers with over 250 units in management.
- **Band C:**
  The prices in Band C apply to statutory authorities -- including local authorities -- and commercial organisations.

What about VAT?

Upkeep is an educational charity, and we do not charge VAT.

Where is the training held?

All Upkeep open courses are held at Upkeep. Upkeep is based at South Bank University in London. The nearest tube stations are Vauxhall and Stockwell. The nearest mainline stations are Vauxhall and Waterloo.

- We send out joining details and a map about ten days before each course.
  Go to this page for more details about where we are.
- Most Upkeep courses for non-technical staff take place in The Upkeep Museum.
  Go to this page for more details about the Museum.

What time does the course start and finish?

Upkeep's courses start at 10.00. We ask participants to arrive by 9.45. The courses finish at 16.30.

What are your terms and conditions?

Booking terms:
You can either send a cheque with your booking, or ask to be invoiced. Invoices must be paid within 28 days of the invoice date. Submission of a completed booking form constitutes a firm booking. On completion this form represents a legally binding contract in which the conditions above apply. We reserve the right to alter or cancel events due to circumstances beyond our control. If we are forced to postpone or cancel, all fees will be refunded. Upkeep is not liable for costs incurred by delegates attending courses. We reserve the right at any time and without prior notice to change course tutors.

What are your terms on cancellations and refunds?

Where Upkeep has confirmed a booking which is subsequently cancelled by the customer, the customer will be liable for the following charges: cancellations received seven or more days prior to the course date, the fee will be refunded less a £ (pounds)15 administration charge; less than seven days, no refund can be made. You may send substitute participants, but please let us know.

Making a Booking:
Visit this page to find out how to book and download booking form.

Appendix K-44: Upgraded Website – CFMG

Search

cfm
Charities Facilities
Management Group

Site Map

| Home | About Upkeep | The Upkeep Museum | Home Advice | Training Courses | Charities F.M. Group | Links |

| CFM Group Home | About CFM Group | e-mail CFM Group | Upkeep Home |

Welcome!

Aims

The group aims to help voluntary sector organisations improve their facilities management.

The group promotes the exchange of knowledge and experience between individuals and organisations.

We aim to establish a network of people with the same interests and concerns.

To find out more about the Special Interest Group, visit:

About the CFM Group

Activities

Meetings

The CFM Special Interest Group holds three to four meetings each year. The meetings feature short workshops on topics of interest. They also allow time time for information exchange and networking.

The meetings are held in Central London. We will vary the times to allow for travel and childcare requirements.

Electronic Networking

We hope this website will evolve into a resource centre for our members. We are in the process of setting up an e-mail discussion list to enable members to share knowledge on an informal basis.

News and Events

Meeting 5

The Disability Discrimination Act and its Implications for Charity Premises Managers

Date: January 21, 2003
Venue: London
Cost: free to members of the Charities FM Group, non-members £45

More details

| Home Page | Advice for Householders | The Upkeep Museum | Contact Upkeep | Charities Facilities Management Group |
| Training Courses | Training Calendar | City & Guilds Certificate | Training FAQ | Booking |

Copyright: Upkeep, 2003

Upkeep
Room 203, South Bank University, 202-230 Wandsworth Road, London SW8 2JZ
Tel. 020-7815-7212 Fax. 020-7815-7213

Updated: Annette McGill, February, 2003

E-mail
upkeep@sbu.ac.uk
http://www.sbu.ac.uk/upkeep

Appendix K-45: Upgraded Website – CFMG

Search

cfm
Charities Facilities
Management Group

Site Map

| Home | About Upkeep | The Upkeep Museum | Home Advice | Training Courses | Charities F.M. Group | Links |

| **CFM Group Home** | About CFM Group | **e-mail CFM Group** | **Upkeep Home** |

About the CFMG

The Charities FM Special Interest Group is designed to help charities look after their buildings more effectively.

Background
The group came out of discussions between Annette McGill, the Director of Upkeep, and Ruth Lesirge, the Chief Executive of the Mental Health Foundation, during 2000. We both had concerns about property and accommodation issues, and we realised that a lot of other people in the voluntary sector probably had similar worries.
We decided to set up a special interest group (SIG) to share information and knowledge between voluntary sector organisations. We did a mail-out to colleagues which generated a big response from organisations around the country.
We held our first meeting in 2001 and established the SIG.

Membership

The CFM Group now has over 60 members. Members range from the Facilities Managers of some of the U.K.'s largest charities, to the office staff of small organisations who deal with buildings as an "add-on" to their regular job.

To be a member, you must work for a voluntary organisation. Consultants and sales people are not eligible.

Membership is free.

If you would like more information about becoming a member, please contact us via email at: upkeep@sbu.ac.uk

Confidentiality

Members of the CFM Group agree to treat any information shared as confidential.

Management and Data Protection
This Special Interest Group is run on a pro bono basis by Upkeep's Chief Executive. Any enquiries about the SIG should be sent to Upkeep and marked "FM SIG".

To administer the Group, Upkeep may hold data provided by members on computer under the provisions of the data protection Act 1998.

Upkeep does not encourage spam. We will not pass your data on to any other organisation.

| Home Page | Advice for Householders | The Upkeep Museum | Contact Upkeep | Charities Facilities Management Group |
| Training Courses | Training Calendar | City & Guilds Certificate | Training FAQ | Booking |

159

Appendix K-46: Upgraded Website – Links

Upkeep: Links -- Internal and External Links - Microsoft Internet Explorer

File   Edit   View   Favorites   Tools   Help

Search   **Site Map**

Helping people learn how to look after buildings

Upkeep

| Home | About Upkeep | The Upkeep Museum | Home Advice | Training Courses | Charities F.M. Group | Links |

| **Complete Organisations Listings** | **Organisations by Category** | **Organisations by Exhibit** |
| **Top 10 Websites** | **Link with Upkeep** | **Site Map** |

Site Links

Related Organisations

We would like to thank all those organisations who consented to be linked to Upkeep's website. If you would like to link with us and be featured please visit this page for instructions.

Category listings

- Complete list of related organisations
- List of organisations related by category
- List of organisations by an associated Upkeep exhibit

Internal Website Links

- Site map

| Home Page | Advice for Householders | The Upkeep Museum | Contact Upkeep | Charities Facilities Management Group |
| Training Courses | Training Calendar | City & Guilds Certificate | Training FAQ | Booking |

Copyright: Upkeep, 2003

Upkeep
Room 203, South Bank University, 202-230 Wandsworth Road, London SW8 2JZ
Tel. 020-7815-7212 Fax. 020-7815-7213

Updated: Annette McGill, February, 2003

E-mail
upkeep@sbu.ac.uk
http://www.sbu.ac.uk/upkeep

160

Appendix K-47: Upgraded Website – Links

Upkeep: Links -- Complete List of Organisations - Microsoft Internet Explorer

File   Edit   View   Favorites   Tools   Help

Search   **Site Map**

Helping people learn how to look after buildings

Upkeep

| Home | About Upkeep | The Upkeep Museum | Home Advice | Training Courses | Charities F.M. Group | Links |

| **Complete Organisations Listings** | **Organisations by Category** | **Organisations by Exhibit** |
| **Top 10 Websites** | **Link with Upkeep** | **Site Map** |

Complete List of Related Organisations

Click the first letter in the name of the organisation

| A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z |

A [top]

Association for Studies in the Conservation of Historic Buildings
www.buildingconservation.com
ASCHB provides a forum for meetings, lectures and discussions; arranges visits to buildings and works in progress; keeps members informed on all aspects of building conservation and produces transactions. The site provides an A-Z index of Advisory Bodies, Companies, and products and services that will definitely help you out.

Association of Building Engineers (ABE)
www.abe.org.uk
The Association of Building Engineers is the professional body for those specialising in the technology of building. The objectives for which the ABE was established are to promote and advance all that is concerned with building technology and to encourage and facilitate co-operation between the construction professions

Association of Consulting Engineers (ACE)
www.acenet.co.uk
The Association of Consulting Engineers (ACE) is the UK's leading business association for engineering, technical and management consultancies. Representing over 700 engineering consultancy companies, ranging from sole practitioners to large multidisciplinary consultancy companies, ACE is the voice of the engineering consultant in the UK.

Association of Interior Specialists (AIS)
www.ais-interiors.org.uk
The AIS represents companies involved in all aspect of contract interior fit-outs and refurbishment. The AIS actively promotes good practice in the interiors sector to enable clients to achieve projects to which they aspire, and is involved with industry training. It provides professional advice and operates an independent specialist advisory service for problem installations.

Association of London Government
www.alg.gov.uk
The ALG is committed to fighting for more resources for the capitol and getting the best possible deal for London's 33 councils. Part think-tank and part lobbying organisation, we also run a range of services designed to make life better for Londoners.

Association of Plumbing and Heating Contractors (APHC)
www.licensedplumber.co.uk/
APHC is the leading Trade Association in England and Wales representing members of the Plumbing and Central Heating Installation and Service Industry. Our aim is to provide our members with a range of business and technical support services to assist them in the running of their businesses. Consumers can locate there nearest Licensed Members by searching our on-line database.

Appendix K-48: Upgraded Website – Links

Upkeep: Links -- Links by Category - Microsoft Internet Explorer

File   Edit   View   Favorites   Tools   Help

Search   **Site Map**

Helping people learn how to look after buildings

Upkeep

| Home | About Upkeep | The Upkeep Museum | Home Advice | Training Courses | Charities F.M. Group | Links |

| **Complete Organisations Listings** | **Organisations by Category** | **Organisations by Exhibit** |
| **Top 10 Websites** | **Link with Upkeep** | **Site Map** |

Organisations Related by Category

Property Maintenance

- Architecture
- Building materials
- Contractors
- Damp proofing
- Do it Yourself
- Drainage
- Fire safety
- Flooring

- Heating
- Lighting
- Plumbing
- Regulations and standards
- Roofing
- Ventilation
- Walls and Construction
- Windows and doors

Special Interests

- Business
- Career Opportunity
- Conservation
- Education
- Elderly and the disabled
- Government
- Health and Safety
- Property Managing

Architecture [top]

Brick Development Association Ltd. (BDA)
www.brick.org.uk
The Brick Development Association represents the interests of the UK and Irish manufacturers of clay bricks and pavers, with a membership that makes up 96% of the UK and Ireland's total brick making capacity. The BDA also provides an educational support service covering the sound and imaginative use of bricks and brickwork in architecture, landscape, engineering, and construction.

British Institute of Architectural Technologists (BIAT)
www.biat.org.uk
The British Institute of Architectural Technologists (BIAT) is the professional Institute representing over 6,500 professionals working and studying in the field of architectural technology in the UK and overseas. BIAT's primary aims are to establish proper standards of competence for the profession and to promote the interests of its members.

Royal Institute of British Architects (RIBA)
www.riba.org/go/RIBA/Home.html
The Royal Institute of British Architects, one of the most influential architectural institutions in the world, has been promoting architecture and architects since being awarded its Royal Charter in 1837. Today's mission statement is to advance architecture by demonstrating benefit to society and promoting excellence in the profession.

Building Materials [top]

Brick Development Association Ltd. (BDA)
www.brick.org.uk
The Brick Development Association represents the interests of the UK and Irish manufacturers of clay bricks and pavers, with a membership that makes up 96% of the UK and Ireland's total brick making capacity. The BDA also provides an educational support service covering the sound and imaginative use of bricks and brickwork in architecture, landscape, engineering, and construction.

British Cement Association
www.bca.org.uk

162

Appendix K-49: Upgraded Website – Links

File   Edit   View   Favorites   Tools   Help

Helping people learn how to look after buildings

Upkeep

Search   **Site Map**

| Home | About Upkeep | The Upkeep Museum | Home Advice | Training Courses | Charities F.M. Group | Links |

| **Complete Organisations Listings** | **Organisations by Category** | Organisations by Exhibit |
| **Top 10 Websites** | **Link with Upkeep** | **Site Map** |

Organisations Related by Museum Exhibit

Click the name of an exhibit below to see a listing of related organisations

Adaptations for Disabled People	Condensation	Conservation	Decay	Drainage
Electrical Services	External Damp Penetration	Fire Safety	Keeping Safe and Warm	Loft Spaces
Plumbing Systems	Roofs	Walls and Construction	Windows	

Adaptations for Disabled People   [top]

Care and Repair of England
www.careandrepair-england.org.uk
Care & Repair England is a charity set up in 1986 to improve the housing and living conditions of older and/or disabled people. It aims to innovate, develop, promote and support housing policies and initiatives that help people live independently in their own homes for as long as they wish.

Condensation   [top]

British Wood Preserving and Damp-Proofing Association (BWPDA)
www.bwpda.co.uk
The BWPDA has set the standards for timber treatment and damp proofing operating in the UK and overseas. Members include manufacturers and distributors of preservatives and damp control products, flame-retardants and timber treatment plants and specialists in damp proofing. Our site contains information about educational courses offered in wood preserving and damp proofing.
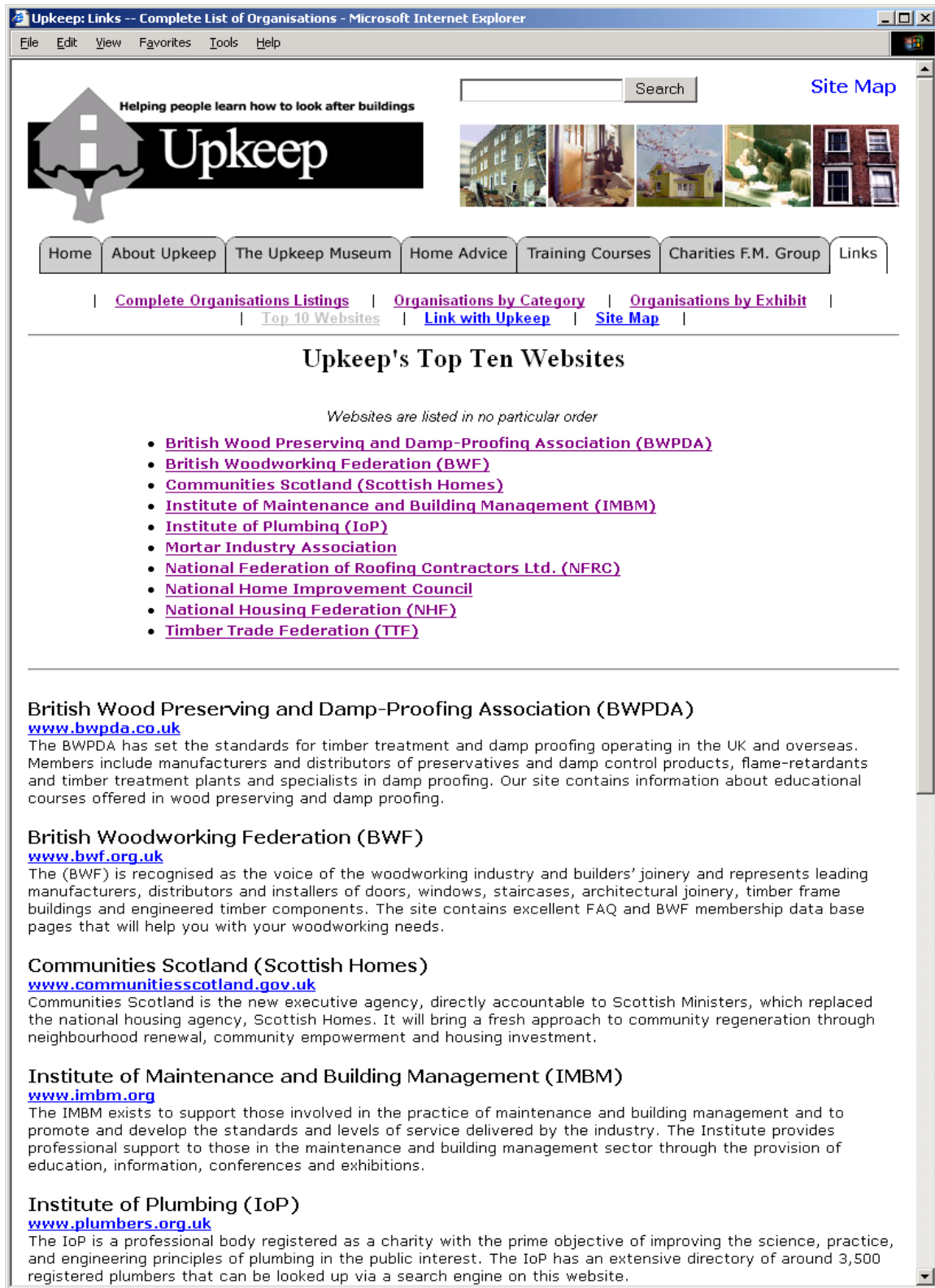
Conservation   [top]

Association for Studies in the Conservation of Historic Buildings
www.buildingconservation.com
ASCHB provides a forum for meetings, lectures and discussions; arranges visits to buildings and works in progress; keeps members informed on all aspects of building conservation and produces transactions. The site provides an A-Z index of Advisory Bodies, Companies, and products and services that will definitely help you out.

Conference on Training in Architectural Conservation (COTAC)
www.cotac.org.uk
COTAC is a UK registered charity whose purpose is to improve the standard of education for everyone involved in building conservation. We offer many courses in different locations all over the UK in the fields of: postgraduate, first degree, craft and short courses in building conservation.

English Heritage
www.english-heritage.org.uk
English Heritage's mission is to increase the understanding of the past, conserve and enhance the historic

Appendix K-50: Upgraded Website – Links

Upkeep: Links -- Complete List of Organisations - Microsoft Internet Explorer

File   Edit   View   Favorites   Tools   Help

Helping people learn how to look after buildings

Upkeep

Search   **Site Map**

| Home | About Upkeep | The Upkeep Museum | Home Advice | Training Courses | Charities F.M. Group | Links |

| **Complete Organisations Listings** | **Organisations by Category** | **Organisations by Exhibit** |
| Top 10 Websites | **Link with Upkeep** | **Site Map** |

Upkeep's Top Ten Websites

Websites are listed in no particular order

- **British Wood Preserving and Damp-Proofing Association (BWPDA)**
- **British Woodworking Federation (BWF)**
- **Communities Scotland (Scottish Homes)**
- **Institute of Maintenance and Building Management (IMBM)**
- **Institute of Plumbing (IoP)**
- **Mortar Industry Association**
- **National Federation of Roofing Contractors Ltd. (NFRC)**
- **National Home Improvement Council**
- **National Housing Federation (NHF)**
- **Timber Trade Federation (TTF)**

British Wood Preserving and Damp-Proofing Association (BWPDA)
www.bwpda.co.uk
The BWPDA has set the standards for timber treatment and damp proofing operating in the UK and overseas. Members include manufacturers and distributors of preservatives and damp control products, flame-retardants and timber treatment plants and specialists in damp proofing. Our site contains information about educational courses offered in wood preserving and damp proofing.

British Woodworking Federation (BWF)
www.bwf.org.uk
The (BWF) is recognised as the voice of the woodworking industry and builders' joinery and represents leading manufacturers, distributors and installers of doors, windows, staircases, architectural joinery, timber frame buildings and engineered timber components. The site contains excellent FAQ and BWF membership data base pages that will help you with your woodworking needs.

Communities Scotland (Scottish Homes)
www.communitiesscotland.gov.uk
Communities Scotland is the new executive agency, directly accountable to Scottish Ministers, which replaced the national housing agency, Scottish Homes. It will bring a fresh approach to community regeneration through neighbourhood renewal, community empowerment and housing investment.

Institute of Maintenance and Building Management (IMBM)
www.imbm.org
The IMBM exists to support those involved in the practice of maintenance and building management and to promote and develop the standards and levels of service delivered by the industry. The Institute provides professional support to those in the maintenance and building management sector through the provision of education, information, conferences and exhibitions.

Institute of Plumbing (IoP)
www.plumbers.org.uk
The IoP is a professional body registered as a charity with the prime objective of improving the science, practice, and engineering principles of plumbing in the public interest. The IoP has an extensive directory of around 3,500 registered plumbers that can be looked up via a search engine on this website.

Appendix K-51: Upgraded Website – Links

Upkeep: Links -- Link with Upkeep - Microsoft Internet Explorer

File   Edit   View   Favorites   Tools   Help

Helping people learn how to look after buildings

Upkeep

Search   **Site Map**

| Home | About Upkeep | The Upkeep Museum | Home Advice | Training Courses | Charities F.M. Group | Links |

| **Complete Organisations Listings** | **Organisations by Category** | **Organisations by Exhibit** |
| **Top 10 Websites** | Link with Upkeep | **Site Map** |

Link with Upkeep

Instructions:

If you would like to link your website with Upkeep's we ask that you provide us with a description about your organisation provided you meet the criteria listed below under qualifications. Please e-mail your description, complete website address, and contact information (including name and job title) to upkeep@sbu.ac.uk.

Qualifications:

- You must be an organisation related to building maintenance and/or repair.

| Home Page | Advice for Householders | The Upkeep Museum | Contact Upkeep | Charities Facilities Management Group |
| Training Courses | Training Calendar | City & Guilds Certificate | Training FAQ | Booking |

Copyright: Upkeep, 2003

Updated: Annette McGill, February, 2003

Upkeep
Room 203, South Bank University, 202-230 Wandsworth Road, London SW8 2JZ
Tel. 020-7815-7212 Fax. 020-7815-7213

E-mail
upkeep@sbu.ac.uk
http://www.sbu.ac.uk/upkeep

Appendix K-52 Upgraded Website – Links

Upkeep: Links -- Site Map - Microsoft Internet Explorer

File   Edit   View   Favorites   Tools   Help

Search   **Site Map**

Helping people learn how to look after buildings

Upkeep

| Home | About Upkeep | The Upkeep Museum | Home Advice | Training Courses | Charities F.M. Group | Links |

| **Complete Organisations Listings** | **Organisations by Category** | **Organisations by Exhibit** |
| **Top 10 Websites** | **Link with Upkeep** | Site Map |

Site Map

About Upkeep

- **Background**
- **Contact Us**
- **Map and Directions**
- **Upkeep is Moving**
- **Governing Coucnil**

Home Advice

- **Looking After Your Home**
- **Maintenance Check**
- **Advice on Getting Work Done**

Training Courses

- **Training Courses Home**
- **Training Calendar**
- **City & Guilds Certificate**
- **Training FAQ**
- **Booking**

Links

- **Complete Listings**
- **By Category**
- **By Exhibit**
- **Top 10 Websites**
- **Link with Upkeep**

Museum Exhibits

- **Museum Gallery**
- **Adaptations for Disabled People**
- **Condensation**
- **Conservation**
- **Decay**
- **Drainage**
- **Electrical Services**
- **External Damp Penetration**
- **Fire Safety**
- **Keeping Safe and Warm**
- **Loft Spaces**
- **Plumbing Systems**
- **Roofs**
- **Walls and Construction**
- **Windows**

Course Listings

- **Adapting Properties for Disabled People**
- **Asbestos in Buildings: The New Regulations**
- **Basic Building Construction**
- **Condensation, Damp and Decay**
- **Domestic Electrical and Heating Installations 1**
- **Domestic Electrical and Heating Installations 2**
- **Domestic Gas Appliances and Regulations**
- **Inspecting a Property 1**
- **Inspecting a Property 2**
- **Key Issues in Contract Administration**
- **Plumbing, Wastes and Drains**
- **Repairs Reporting Skills**
- **Subsidence and Cracking in Dwellings**
- **How to Improve Specification and Technical Report Writing**
- **Understanding Contracts for Building Work**

Charities F.M. Group

- **CFM Group Home**
- **About CFM Group**

Problems, Questions, Broken Links?

- Send an e-mail to upkeep@sbu.ac.uk

| Home Page | Advice for Householders | The Upkeep Museum | Contact Upkeep | Charities Facilities Management Group |
| Training Courses | Training Calendar | City & Guilds Certificate | Training FAQ | Booking |

Copyright: Upkeep, 2003   Updated: Annette McGill, February, 2003

Upkeep   E-mail
Room 203, South Bank University, 202-230 Wandsworth Road, London SW8 2JZ   upkeep@sbu.ac.uk
Tel. 020-7815-7212 Fax. 020-7815-7213   http://www.sbu.ac.uk/upkeep

166

Appendix L: Example of Weekly Project Agendas

I.   Accomplishments from preceding week (07/02/03 to 12/02/03):

- Phone and mail contact (Christina)
  - Have contacted all appropriate organisations (85)
    - 49 organisations say link now
    - 35 want descriptions/ information
    - 1 is in question
  - "Trouble shot" wrong contact information
  - Snail mailed invitations to all
  - Snail mailed 1 organisations information and website description
  - Updated all organisational databases
- E-mails and Descriptions (Tony)
  - 83 Descriptions written (2 have sites down)
  - E-mails sent to 80 organisations
    - 5 needed time to think about it
  - 10 e-mail reply's to date
    - 8 said yes (4 changed descriptions)
      - 3 Consent Forms
    - 2 passed on to IT department
      - 1 said no
  - Contact and e-mailed "new" organisations
- Updated information binder (Tony and Christina)
  - Added all organisational replies
- Called back 5 "slow" organisations (Tony & Christina)
- Integrated links agreed on from contacted organisations into the relative web pages (Dave)
- "Do-it-yourself" template construction (Brian)
- Completion of new "links" tab on top navigation bar (Dave)
  - Associated pages completed
    - "Complete Organisation Listings"
    - "Linking to Upkeep"
    - "Site Index"
    - "Site Map "
  - Currently organizing
    - "Organisations by Category"
    - "Organisations by Exhibit"
- Compiling of completed surveys (Brian)
  - Calculation of statistics, analysis of feedback on-going
- Finalize search features (Brian)
  - Decision on keyword search solution – Free Pico search
  - Integrate links to search features on top navigation graphic
- Another attempt at improving the Upkeep logo (Dave)

II.   Activities for following week (13/02/03 to 19/02/03):

- Completely Update the information binder (Tony & Christina)
  - Get bigger binder and tabs for alphabetizing
- Review web ranked organisations 2 and 3's for linking (Tony & Christina)
- Revision of web pages after analysis of survey feedback (Dave)
- Final touches on website (Brian)
- Opt test site implementation (Dave)

III.   Discussion Topics:

- Details on February 20th gala (Group Discussion)
  - Monday, February 17th presentation rehearsal

Appendix M: Website Usability Survey Results

TABLE M-1 SURVEY NUMERICAL RESULTS TABLE

Background		Yes	No	1	2	3	4	5
						Scale		
Have you ever visited Upkeep's website prior to today (Yes / No)		6	29					
Do you have an internet connection at your home? (Yes / No)		27	8					
Do you have an internet connection from work? (Yes / No)		19	16					

Navigation		Yes	No	1	2	3	4	5
						Scale		
Were the navigation buttons easy to use and understand? easy 1---2---3---4---5 difficult				26	9	0	0	0
Were the buttons large enough? too small 1---2---correct size---4---5 too large				0	0	30	5	0
Were the descriptions on the buttons adequate? descriptive 1---2---3---4---5 vague				23	8	4	0	0
Do you like the colour choice? (Yes / No)		29	6					
Were the sub categories under the navigation bar descriptive? (Yes / No)		34	1					
Was the font easy to read? easy 1---2---3---4---5 difficult				27	4	4	0	0

Overall Website Content						*Scale*		
About Upkeep		Yes	No	1	2	3	4	5
Was there a sufficient description about the organisation? (Yes / No)		35	0					
Was there sufficient contact information? (Yes / No)		33	2					
Were the map and travel instructions adequate? (Yes / No)		30	5					

Overall Website Content						*Scale*		
The Upkeep Museum		Yes	No	1	2	3	4	5
Were the pages about the exhibits informative or helpful? (Yes / No)		28	7					
Were there enough pictures? (Yes / No)		22	13					
Were the pictures large enough to see clearly? (Yes / No)		25	10					

Overall Website Content						*Scale*		
Home Advice		Yes	No	1	2	3	4	5
Do you think this area provides useful advice? (Yes / No)		29	6					

Overall Website Content			Scale				
Training Courses	**Yes**	**No**	**1**	**2**	**3**	**4**	**5**
Is there sufficient information in the course descriptions? (Yes / No)	31	4					
Is the process to book a course understandable from the description? (Yes / No)	30	5					

General Content			Feature				
	Yes	**No**	**1**	**2**	**3**	**4**	**5**
Could you find what you were looking for? (Yes / No)	31	4					
Did you ever get confused or lost? If so where? (Yes / No)	8	27					
What if any search methods did you use? 1-Top navigation 2-Keyword Search 3-Site map 4-Site Index			26	14	23	10	
Was the text large enough? (Yes / No)	32	3					
Was the font style readable? (Yes / No)	35	0					
Do you like graphic and layout style of the site? (Yes / No)	33	2					

Overall Website Content			Scale				
	Yes	**No**	**1**	**2**	**3**	**4**	**5**
Would you visit the Upkeep website again in the near future? (Yes / No)	32	3					

TABLE M-2 SURVEY COMMENTS TABLE

Background Information	Comments
What is your employment position?	property manager, civil servant, maintenance administrator, senior housing officer, technical support officer, maintenance clerk, customer service officer
If you have visited before, what was the purpose of the previous visit(s)?	Information on courses and general hints and tips, i.e. things to help various property owners; available courses; to look at today's course

The Upkeep Museum	Comments
Could you suggest anything to make the exhibit pages more to your liking?	Links to related websites; more illustrations and more photos of the exhibit
What other features about the training courses would you like to see?	Handouts at the start of the day; I'd like to visit the site again; hyperlinks to course info from course title v. good; comments from people who have attended previous courses, would have liked slightly more info; A breakdown of the course in more detail, the qualifications of the course leader and possibility of further training requested

General Content	Comments
Is there any additional content you would like to see?	On-line booking; In the look after your home photo/picture illustrations as well as written text of things to look for when doing the maintenance check; photos of staff and trainees

Follow Up	Comments
Why would you not visit the upkeep website in the future?	No-advice on getting the work done showed where to look for professional help but fails to mention what qualifications to look for, e.g. boiler/gas repairs fails to mention they need to be CORGI registered, how to find out and cross reference also other governing bodies to approach for advice and building regulations that may be able to help and advise you.

Appendix N: Project Plan

Upkeep Website Project Plan

ID	Task Name	Start	Finish
1	Site Orientation	1/13/2003	1/15/2003
2	**Website Implementation**	**1/16/2003**	**2/21/2003**
3	Content Interview	1/16/2003	1/17/2003
4	Website quick fix (high priority pages)	1/20/2003	2/3/2003
5	Website Usability Survey	2/4/2003	2/14/2003
6	Site revisions / testing	2/17/2003	2/21/2003
7	**Networking**	**1/20/2003**	**2/21/2003**
8	Organisation database	1/20/2003	2/14/2003
9	Organisation binder	**1/27/2003**	**2/21/2003**
10	Organisation descriptions	1/27/2003	2/21/2003
11	Email / Phone Organsiations	1/31/2003	2/7/2003
12	Gala Presentation	2/17/2003	2/21/2003
13	**Project Report Write-up**	1/17/2003	2/24/2003
14	**Project Presentation**	**2/21/2003**	**2/28/2003**
15	Outline of slides	2/21/2003	2/24/2003
16	Rehearsal of Presentation	2/24/2003	2/26/2003
17	Sponsor/Advisor presentation	2/27/2003	2/28/2003