UCL Press
The UK’s first fully open access university press

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• Publishing activity
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UCL Press Mission

‘Scholarly outputs are typically subjected to a publications process that ... limits their widespread dissemination. UCL is committed to being a force for good and enlightenment in the world. This includes ensuring that the products of its research are made as widely available as possible.’

Professor David Price, Vice Provost (Research), UCL
<table>
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<tr>
<th>Benefits of an OA University Press</th>
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<td>Taking publishing back into the university system - the university supports the entire research life cycle</td>
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<td>Challenge the prevailing scholarly publishing model - issue of low dissemination</td>
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<td>Support for OA to AHSS outputs, which receive less funding than STEM</td>
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<td>Social impact: research available to the public and policy makers</td>
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<td>Global impact: outputs reach regions in which research is unavailable or unaffordable</td>
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<td>Motivation for academics: they want their research to be widely read</td>
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<td>Added reputational value of a university press, through global dissemination, publicity, reviews</td>
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<td>Consistent with Open Science agenda</td>
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<td>Opportunities for integration of research and learning</td>
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UCL Press facts

- Launched with first titles June 2015
- Publishing Manager plus 4.5 FTE, all with publishing background
- Open to all; mainly UCL authors to date (ECRs to Professors)
- For non-UCL author / editor, BPC charge starting at £5,000
- All books are copy-edited and typeset
- All books evaluated by Editorial Board and peer reviewed
- Strengths in Anthropology, Built Environment, History, Language Studies, Archaeology
- Target is 50 books / year by 2018
Publishing activity
“I believe the UCL Press’s non-commercial model should be the way forward in academic publishing. At the moment, especially for scholars located in the global south access to publications (books and journals) is prohibitively expensive.”

- Harshana Rambukwella

“We have been really impressed with the quality of the works produced by UCL Press since its relaunch.”

- Dr Michaela Benson & Dr Iqbal Hamiduddin

“I anticipate that UCL Press would be able to support me in my exploration of innovative ways of publishing interactive audio-visual content and look forward to the possibility of collaboration.”

- Dr Sara Adhitya

“We strongly wish to publish this through UCL Press in order to benefit from the Open Access facility.”

- Bill Sillar
Digital innovation: browser-based platform
BOOC – Books as Open Online Content
Opticon1826

Opticon1826 is an all-faculty, peer-reviewed academic journal, run and edited by UCL postgraduate students who represent all UCL faculties. We publish predominantly current UCL research (ongoing and completed), but also a selection of reviews, commentaries and letters. Publication is continuous throughout the year, with articles available as soon as they are ready, in fully open access format.

Contributions are invited from all members of UCL, including undergraduates, postgraduates and staff.

View Journal | Current Issue | Register

Interscript

Interscript is an open access academic journal on publishing. It provides a platform that fosters international debate on the constantly evolving nature of the publishing industry. The journal is managed by postgraduate students in the UCL Centre for Publishing and hosted by UCL Press. Interscript departs from traditional issue-based journal publication, and instead publishes its content on a continuous rolling basis.

View Journal | Current Issue | Register

Object

Think Pieces
Our books and journals are distributed on:

- Project MUSE
- JSTOR
- Amazon
- Unglue.it
- Worldreader
- Ingenta
- UCL Discovery
- UCL Press
Downloads and sales
UCL Press downloads since June 2015

521,964 downloads since June 2015

Our books and journals have been downloaded in 193 countries.
Most Downloaded Books

- How the World Changed
  - Downloads: 147,958
  - Since: March 2016

- Social Media in Industrial China
  - Downloads: 38,052
  - Since: Sept 2016

- Social Media in an English Village
  - Downloads: 29,202
  - Since: March 2016

- Sustainable Food Systems: The Role of the City
  - Downloads: 20,448
  - Since: Dec 2016

- Textbook of Plastic & Reconstructive Surgery
  - Downloads: 18,937
  - Since: Aug 2016
Downloads – top 10 countries*

JSTOR Open
- Launched Oct 16
- Now accounts for more than 50% of UCL Press downloads

* Countries listed cover all platforms
Sales by format

The OA Effect?

Print sales
• Average sales 100-200 copies in first year of publication
• *How the World Changed Social Media* – over 400 copies in Y1

E-book sales
• ePub and Kindle sales are small!
# Print sales – top countries

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<th>Country</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>UK</td>
<td>90.50%</td>
</tr>
<tr>
<td>US</td>
<td>5.40%</td>
</tr>
<tr>
<td>Germany</td>
<td>2.30%</td>
</tr>
<tr>
<td>Netherlands</td>
<td>0.80%</td>
</tr>
<tr>
<td>France</td>
<td>0.40%</td>
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**Coming soon:** new print sales partnerships

- US print distribution – from January 2018
- European print distribution – from mid-2018
Thanks Marcus. 1626 copies downloaded free in first 3 wks, including 69 in Australia (76 countries in total). Great to write for @uCLPress

Marcus O'Donnell @marcusod
A Connected Curriculum for Higher Education new book by @DevonDilly available as free download. ucl.ac.uk/ucl-press/brow...
UCL Press and textbooks
UCL Press and textbooks

Size of market
- Scale of student purchasing of print textbooks in UK higher education is estimated at some £200m annually*
- $14 billion US textbook industry

Lack of favourable digital licensing models for libraries
- Poor student experience
- Multiple copies occupy space and budgets
  - There are 21 titles of which UCL library holds over 100 copies

Commissioning OA textbooks is a challenge
- Textbooks are not eligible for UK Research Assessment (REF)
- UCL Press does not pay royalties

*JISC- [http://etextbook.jiscebooks.org/reports/](http://etextbook.jiscebooks.org/reports/)
**[http://www.project-discio.org/competition/112113-the-changing-textbook-industry/#.WbOdrEfgYM](http://www.project-discio.org/competition/112113-the-changing-textbook-industry/#.WbOdrEfgYM)*
UCL Press textbook publishing so far....

- Some textbooks already published or in preparation

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>Pub date</th>
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<tr>
<td>Textbook of Plastic and Reconstructive Surgery</td>
<td>Peter Butler, Deepak Kalaskar, Shadi Ghali et al</td>
<td>August 2016</td>
</tr>
<tr>
<td>Key Concepts in Public Archaeology</td>
<td>Gabriel Moshenska et al</td>
<td>March / September 2017</td>
</tr>
<tr>
<td>Social Theory after the Internet</td>
<td>Ralph Schroeder (Oxford Internet Institute)</td>
<td>February 2018</td>
</tr>
<tr>
<td>Fundamentals of Galaxy Formation, Evolution and Dynamics</td>
<td>Ignacio Ferreras (MSSL, UCL)</td>
<td>November 2018</td>
</tr>
<tr>
<td>Science, Policy and Politics</td>
<td>Jack Stilgoe &amp; Brian Balmer (STS, UCL)</td>
<td>August 2019</td>
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Welcome to the UCL Press app

UCL Press is the publisher for University College London. It is the first fully open access university press in the UK, and publishes scholarly monographs, textbooks and journals across a wide range of subjects.

This app features UCL Press's enhanced e-textbooks.
Community archaeology

Community archaeology and marginalised communities

While some professional archaeologists, especially through online discussion portals, on occasion express negative comments about the concept of community archaeology (for example the relatively common misconception that allowing volunteers on-site somehow ‘steals’ employment from paid archaeologists), most discussion of outcomes of community archaeology remains positive, perhaps even taking these positive outcomes for granted at times. Certainly in the UK the understanding of outcomes is often driven by evaluative requirements of funding bodies (Clark 2004). This is not to say that community archaeology cannot also have negative consequences, especially if delivered poorly or with a ‘tokenist’ set of project goals (Doessing et al. 2012: 5). But while there are, perhaps inevitably, examples of more superficial engagements, sometimes driven by artificial targets imposed by grant-givers, there are also examples of community archaeology and heritage initiatives that have engaged successfully and meaningfully with sections of society that are often considered marginalised from mainstream activities.

Work by Kiddie and Schofield (2011) and Ainsworth (2009) has shown that, in at least a handful of cases, projects that engage with community members who are often the most excluded, such as the homeless in these cases, can nonetheless be carried out meaningfully and sensitively, with positive results. Similarly, a number of British archaeological organisations, such as the Hampshire and Wight...
UCL Press Call for textbooks, May 2017

• Any discipline, any level; digitally innovative proposals welcome
• One-off payment of £1,500

Criteria

- Potential to supply large student cohorts for the maximum benefit of the student experience
- Current provision is expensive or out of date
- Where there is currently no textbook provision, e.g. because a course is very new
- Potential to create a bespoke textbook tailored to any UCL programme

• 12 proposals received: Linguistics, Education, Philosophy, Management Studies, Statistical Science, Economics, Cultural Studies...
• Call closed 30 June
Publishing services
Publishing services

Setting Up
- Branded website, governance structures, commissioning strategy, template contracts and author guidelines

Infrastructure
- Title management system, enhanced publishing platform

Editorial and production
- Copy-editing, typesetting, project management, author liaison

Impact
- Global OA marketing and print distribution
Next steps

• Evaluate textbook proposals
• Develop Publishing Services
• Further research into downloads; new metrics
• European and US distribution for print
• Open Peer Review and UCL megajournal
Thank you!

Lara Speicher
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UCL Press

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