



## Breakfasts 2018

**Welcome to December's BIC Breakfast:  
Securing a Single Digital Presence in  
UK Public Libraries**

**#BICBreakfast**

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**What is a  
BIC Breakfast?**

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THE BOOK INDUSTRY'S  
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# BIC Committees

Digital Supply Chain

Libraries

Metadata

Physical Supply Chain



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# Regular BIC Events

BIC Breakfasts (monthly)

Building a Better Business Seminar at LBF  
(14<sup>th</sup> March 2019)

BIC Networking Events including our  
annual BIC Bash (November 2019)



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## BIC on the web

Extensive Training Programme

Social Media:

@BIC1UK

@KarinaLuke

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# Your Partner in Discovery



**BIC Breakfast**  
**Wednesday 12<sup>th</sup> December**  
**2018**  
**Jack Tipping**



## Mission



***Better research. Better learning. Better insights.  
ProQuest enables people to change their world.***

# Bowker is Your Partner in Discovery!



**140+ years serving the global book publishing community**

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Authors

Libraries

Book Sellers

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## No charge to supply metadata to Bowker

- Provide metadata to retailers, libraries, and schools
- Communicate price and status updates in a timely fashion to multiple customers
- Display enhanced content such as cover images and marketing descriptions for readers and buyers
- Increase awareness of your titles



# Powerful Metadata

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Overview

FAQs

Enrichment Elements

Compatible Systems

Companion Products

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## BOOKS IN PRINT® SEARCH. DISCOVER. CONNECT.

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HERE

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Browse will assist library users in finding books based on authors, genres, or topics that interest them. Every query will return suggested titles, eliminating dead-end searches.

Character Search allows the user to search for a character from their favorite books and view search results for all titles the character appears in, and includes a brief synopsis of the character.

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- Largest bibliographic research
- Wholesaler stock availability
- Lists feature, to download a book list into inventory
- Online comparison pricing and buying options
- Displays View Inside Widget for easier browsing of purchasing
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ProQuest

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### Get Started

Contact us today and one of our representatives will be happy to help!

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**Publishers: Are We  
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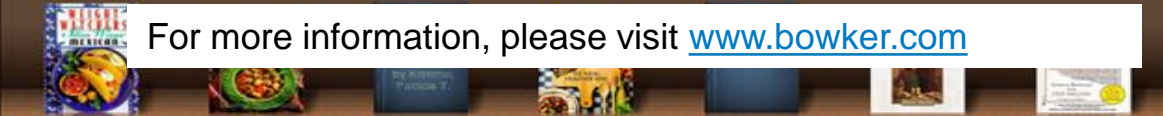
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Shelf I List





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# Arts Council England

Single Digital Presence

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## Who we are

**Arts Council England** is the Arts and Cultural Development Agency for England, championing 'Great art and culture for everyone'

Staff across the country with specialist knowledge

(Visual Arts, Theatre, Music, Dance, Literature, Combined Arts, Museums, Libraries, Creative Media / Digital, Audiences & Engagement, Children & Young People, Touring and Diversity)

### **Five areas**

North, Midlands, East & South East, London and South West

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## What we do

Arts Council England **champions, develops and invests** in artistic and cultural experiences that enrich people's lives.

We support a range of activities across the arts, museums and libraries

Arts Council England is the national development body for arts and culture across England, working to enrich people's lives. We support a range of activities across the arts, museums and libraries – from theatre to visual art, reading to dance, music to literature, and crafts to collections. Great art and culture inspires us, brings us together and teaches us about ourselves and the world around us. In short, it makes life better. Between 2018 and 2022, we will invest £1.45 billion of public money from government and an estimated £860 million from the National Lottery to help create these experiences for as many people as possible across the country. [www.artscouncil.org.uk](http://www.artscouncil.org.uk)

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## Single Digital Presence

**Funded by Arts Council England and the Carnegie UK Trust, the project will investigate user expectations and demand for what a national online platform for public libraries might deliver, and will explore the network of stakeholder groups and organisations best placed to make it a reality.**



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# Single Digital Presence

Arts Council and Carnegie are funding the British Library to run this project. The first stage of this is a scoping exercise to find out how a single digital presence could work





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**Over to  
Liz & Jake...**



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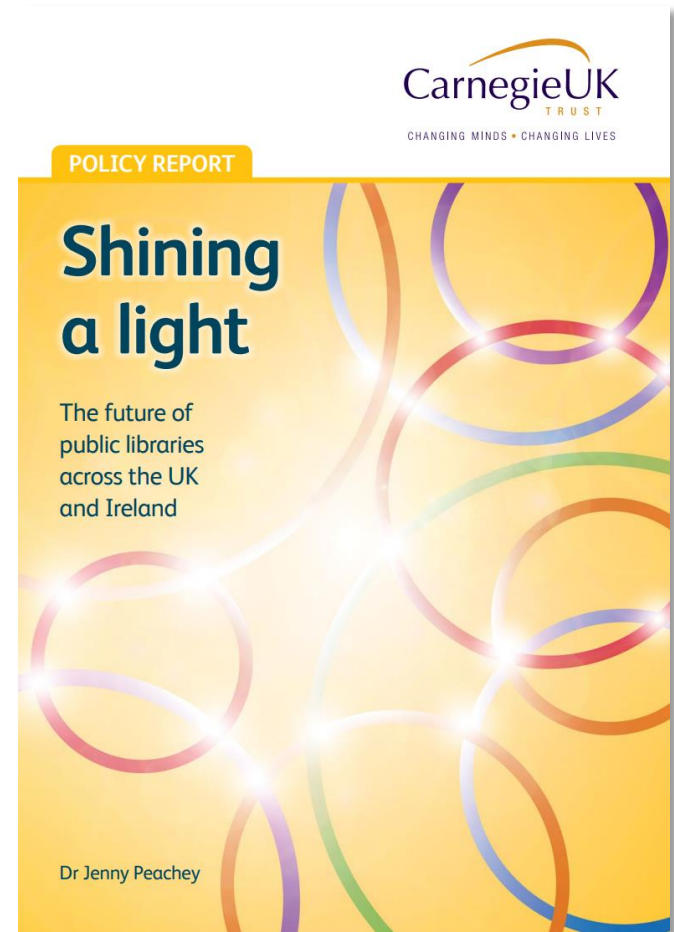
# The audience is digital: The case for a Single Digital Presence

**Nick Poole, Chief Executive, CILIP**

**We represent and champion  
all information professionals.**



Comprehensive research into **public attitudes to and perceptions** of public libraries in all jurisdictions of the UK commissioned by Carnegie UK Trust



**Women are both more likely to be library users *at all* and more likely to be frequent library users than men in all jurisdictions.**

Women are also more likely than men to say that public libraries are important to the community and to them personally.





## 15-24 year olds top all age groups for library use in the UK.

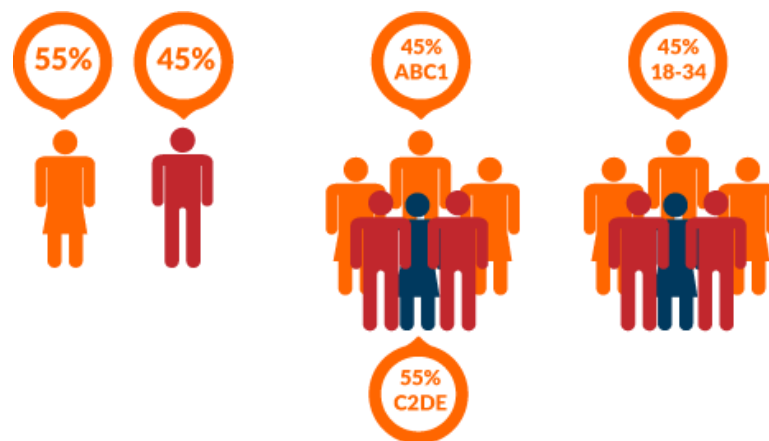
People aged 55+ are less likely to use the library than any other age group (but are more likely to say they're important for other people).

15-24 year olds are less likely to say that libraries are important for communities than any other age group.



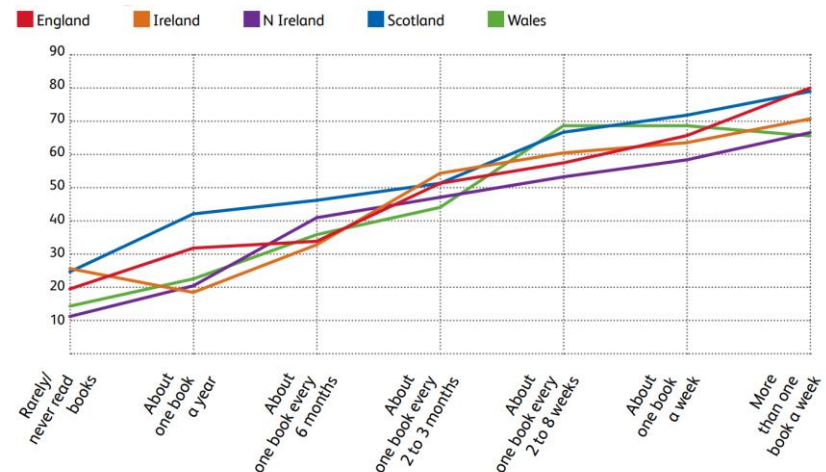
**People in socio-economic group ABC1 significantly more likely to use the library than those in C2DE, except in Scotland.**

However, use of libraries is declining fastest among ABC1 since 2011.

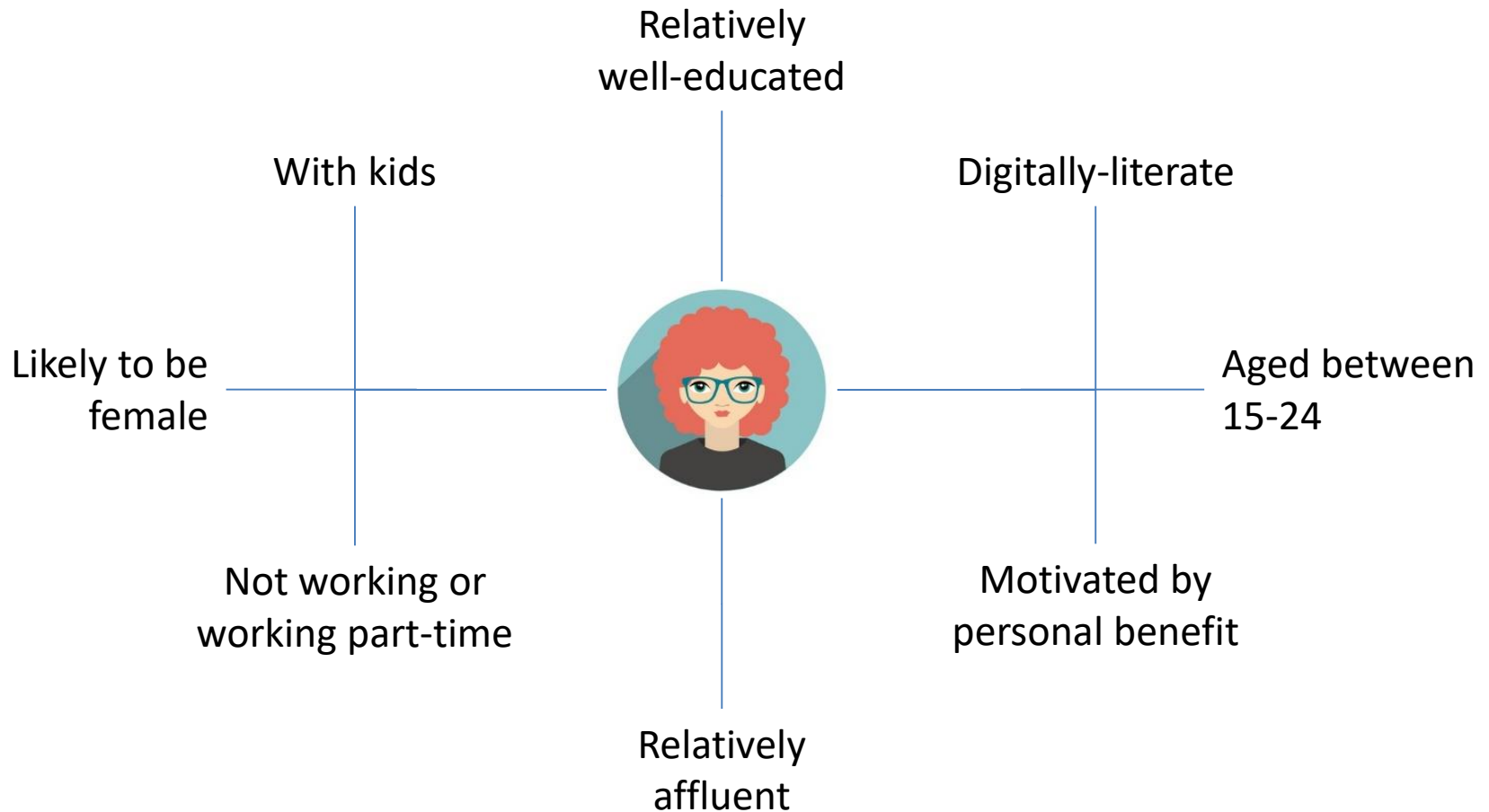


**Readers are more likely to use libraries, but not all library users are readers.**

21-30% of people who rarely or never read books say they use the library



## Meet the new public library user....



# What does the new public library user want...?

(Findings ranked according to improvements most likely to drive increased use)

Improvement	%
Better information on what library services offer	56
Offering more events	53
Providing access to other Council services	53
A café or coffee shop	53
Improved range and quality of books	49
Being able to reserve books online	48
Improving the IT facilities	43
Longer opening hours	43
Access library services from other locations	42
Maker activities	38
Mobile services	33



Providing better information on what services libraries offer



Offering more events



Providing other council services in library buildings



A café or coffee shop on site



Improving the range and quality of books

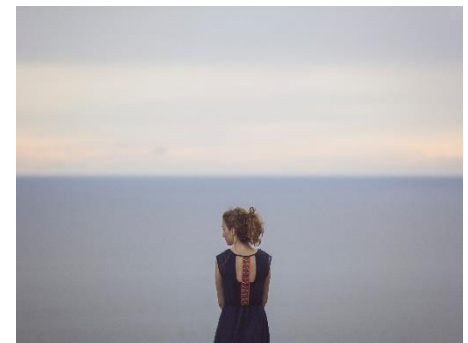
**CILIP**

The library  
and information  
association

## “A place to unwind and recharge”

Using imagery and language which convey a sense of:

- Peace, calm and serenity
- Wellbeing
- Time well spent
- Time spent being yourself

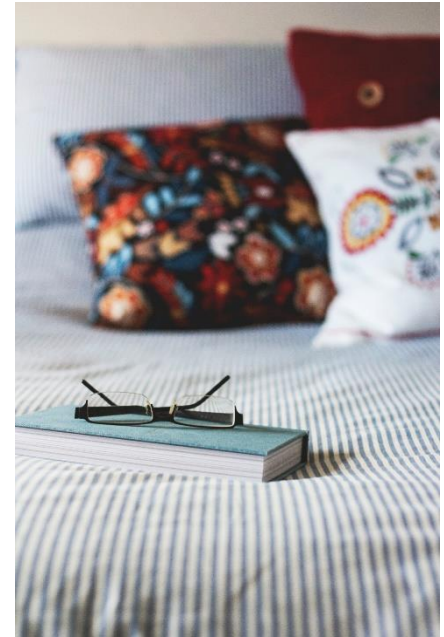




## “The books you love”

Using imagery which connects to:

- The love of books and reading
- Reading for pleasure
- The book as an object
- A diverse and dynamic publishing sector



## “Great customer service”

Using imagery which conveys a sense of:

- Friendly, welcoming staff
- A hospitable, safe environment
- Customer satisfaction
- Smiling and eye-contact





## “A place to work and get online”

Using imagery which shows:

- Modern, flexible workspaces
- People using technology & wifi
- Successful enterprise



## “Be with friends”

Using imagery and language which show the customer that people like them use libraries:

- Young, diverse users
- Fashionable, tech-savvy users
- People socialising in the library
- Politically-engaged people
- Part of an overall aspirational lifestyle



## “Discover unique experiences”

Using imagery and language which shows people doing unexpected things in the library space:

- Good coffee
- Gaming
- Civic action/public meetings
- Makerspaces
- Performance





## We have to key into:

- Books
- Reading
- Lifestyle
- Celebrity
- Wellbeing
- Libraries
- Humour
- Online media/video



LIBRARY FEELS | Story Time

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**Any questions?**



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**Thank you for attending December 2018's BIC Breakfast:**

## **Securing a Single Digital Presence in UK Public Libraries**

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