Redefining our services and their users

**Integration**
Our new Integrated Cataloguers single interface was a huge achievement this year for Brian Kettford and the web services team. It makes it easier for searchers in the Reading Rooms and on the web to avoid long-term cost efficiencies.

**Refresh**
Who Do You Think You Are? The popular BBC Television programme on the web and enables a single interface was a huge achievement this year for Brian Kettford and the web services team. It makes it easier for searchers in the Reading Rooms and on the web to avoid long-term cost efficiencies.

**WELCOME**

**Mothers of Invention**
Entrepreneurs Sahar Hashemi (Teesa), Mandy Haberman (the Anyway Cup) and Michelle Lewis (Funkyfins) opened their secrets to a capacity audience at a special event marking International Women’s Month.


The British Library welcomes everyone who wants to do research, whether for academic, personal or professional purposes. People are undertaking research in greater numbers and are finding that the Library’s resources can help them.

As the Google generation turns to the Library for help, we’re meeting their expectations with increasingly integrated services and a programme of continuous service upgrades.

Today’s British Library serves a wider range of users than ever. While Google has stimulated a widespread urge to search, the widening of educational opportunity has generated a need for knowledge and information. Corporate R&D departments and university spin-out companies, entrepreneurs and the media are all driven by research. We have begun to transform our services to meet people’s growing expectations of easy access to the Library’s entire collection of 150 million items.

The goal is to offer a range of interconnecting services that provide information whenever and wherever required.

‘It’s been a pivotal year in terms of starting to bring services together and providing a common interface to them,’ says Natalie Ceeney, Director of Operations and Services. ‘We’re responding to a changing world in which more people want access to information. We’re improving services for everyone and want to ensure there are no barriers to expanding groups such as the business community, creative industries and personal researchers.’

We’re aiming to provide a service that a researcher can use in our Reading Rooms or at their desktop in the office, in their own library, or in their own home. The first step towards this has been the launch of our new pay-as-you-go portal, British Library Direct. Users can search up to date content details of the world’s 20,000 top research journals and place a credit card order to see complete articles. Copyright issues are dealt with automatically, and the user can access the full text online.

British Library Direct will be the platform for an extensive service giving seamless access to a range of research materials, open to anyone wanting to further their research. This accessibility to new users is mirrored in our Reading Rooms, which have seen the number of researchers applying for a Reader Pass double during the year. The number of collection items being requested is up. Meanwhile, satisfaction rates among users remain at record high levels of 92% – an indication of staff’s commitment to making sure that researchers are getting at the material they need as quickly as possible.

The opening of our pilot Business and Intellectual Property Centre is welcoming new users – entrepreneurs, business startups and the creative industries.

**Entrepreneurs Sahar Hashemi (Teesa), Mandy Haberman (the Anyway Cup) and Michelle Lewis (Funkyfins) opened their secrets to a capacity audience at a special event marking International Women’s Month.**

**The goal is to offer a range of interconnecting services that provide information whenever and wherever required.**

**We’re aiming to provide a service that a researcher can use in our Reading Rooms or at their desktop in the office, in their own library, or in their own home.**

**Today’s British Library serves a wider range of users than ever. While Google has stimulated a widespread urge to search, the widening of educational opportunity has generated a need for knowledge and information. Corporate R&D departments and university spin-out companies, entrepreneurs and the media are all driven by research. We have begun to transform our services to meet people’s growing expectations of easy access to the Library’s entire collection of 150 million items.**

**The goal is to offer a range of interconnecting services that provide information whenever and wherever required.**

**Addison’s of Operation’s Rahman, I’d say, ‘are doing the Library’s ability to add value.’**

**The real transformation,‘ says Ranjan Kaith, Head of Operation’s Rahman, I’d say, ‘are doing the Library’s ability to add value.’**

**The Library’s new Business and Intellectual Property Centre is welcoming new users – entrepreneurs, business startups and the creative industries.**

**The Library’s new Business and Intellectual Property Centre is welcoming new users – entrepreneurs, business startups and the creative industries.**

**The Library’s new Business and Intellectual Property Centre is welcoming new users – entrepreneurs, business startups and the creative industries.**

**The Library’s new Business and Intellectual Property Centre is welcoming new users – entrepreneurs, business startups and the creative industries.**

**The Library’s new Business and Intellectual Property Centre is welcoming new users – entrepreneurs, business startups and the creative industries.**