

# Key Performance Indicators

Quality	Target 2010/11	Actual 2010/11	Actual 2009/10	Actual 2008/09
Reading Room user satisfaction: percentage of Readers rating the services and facilities they used as either 'very satisfied' or 'quite satisfied'	92%	92%	94%	93%
Exhibition visitor enjoyment rating: percentage of visitors rating the enjoyment of their visit as either 'excellent' or 'good' <sup>1</sup>	90%	98%	96%	–
UK remote user satisfaction: percentage of users who are 'totally satisfied' with the Document Supply service <sup>2</sup>	87%	90%	89%	83%
Web usage satisfaction: percentage of website users rating www.bl.uk as 'excellent', 'very good' or 'good' <sup>3</sup>	92%	88%	92%	92%
Throughput				
Number of visitors to the Library's Learning website <sup>4</sup>	1,300,000	1,262,477	1,238,811	1,221,426
Number of learners attending educational sessions <sup>5</sup>	20,000	29,992	19,779	19,772
Number of visitors to the Library's onsite and virtual public access facilities <sup>6</sup>	1,820,000	2,482,012	1,885,853	1,752,718
Number of items supplied/consulted remotely and onsite <sup>7</sup>	9,127,000	10,296,845	10,870,262	8,340,518
Number of visits to Reading Rooms <sup>8</sup>	530,400	519,788	527,341	501,020
Number of items received <sup>9</sup>	909,000	874,393	916,509	996,776
Percentage of UK legal deposit material acquired <sup>10</sup>	90%	84%	88%	88%
Percentage of material delivered electronically <sup>11</sup>	75%	78%	71%	65%

- 1 An exhibition visitor enjoyment rating was introduced in 2009/10 to replace exhibition visitor satisfaction.
- 2 From 2009/10 the method of data collection was changed from sending hard copy questionnaires to customers for completion to Customer Services staff conducting a short telephone interview with selected customers ensuring all segment groups are represented.
- 3 A new long-term web strategy has identified the need for significant redevelopment of the Library's website. This is reflected in the decline in user satisfaction during 2010/11. Work is commencing on the major changes required. A new home page will be implemented in Spring 2011 to improve the user experience in the interim.
- 4 The Learning website at [www.bl.uk/learning](http://www.bl.uk/learning) provides educational resources, primary source material and interactive activities to support teaching and learning in secondary English, History, Media Studies, Citizenship and Religious Education. A highlight of the year was the launch of the Playtimes website based on the Library's archive of children's songs and games.
- 5 Our onsite educational sessions include student workshops for all ages, projects, teacher conferences, and community and family activities. Participants in our national educational initiatives supporting Citizenship, History and English are not included in these figures, nor are visitors to touring exhibitions. This has been our most successful year ever for attendance in the Learning programme and that can mostly be attributed to the extraordinary popularity of the school workshops associated with the *Evolving English* exhibition. With over 10,000 mostly A-level participants, this exhibition contributed to a 50% increase in overall participation compared to last year.
- 6 The increase in 2010/11 reflects the huge success of the *Magnificent Maps* and *Evolving English* exhibitions.
- 7 Items supplied/consulted includes access to the collection through our Reading Rooms, Remote Document Supply services and access to digitised images on our website. Items consulted on the Library's website were exceptional in 2009/10 due to the worldwide interest in the launch of the digitised *Codex Sinaiticus*. Demand for British Library collection material continues to grow within the Reading Rooms driven by the strong demand for material in the Humanities, Rare Books & Music, Maps and Manuscripts Reading Rooms.
- 8 There has been a long-term upward trend in Reader visits experienced over recent years resulting in Reading Room capacity becoming an increasing issue. As a consequence specific steps were taken to help manage Reader numbers through the Registration process, key external messaging and closer links with London HE institutions. The small decline in Reader visits in 2010/11 is therefore a reflection of these measures. The 2009/10 figure has been restated to include a late adjustment.
- 9 The number of items received is lower than in previous years due to a number of factors. These include the de-duplication and cancellation by the Library of a number of serials titles; a number of newspaper titles have ceased production during the year resulting in a reduction in the number received under Legal Deposit and a reduction in the number of purchased monographs. The title has been changed from 'Number of items acquired/processed' to remove any ambiguity in its definition.
- 10 There has been a reduction in the percentage of monographs the Library actually received compared to the number that the Library previously regarded as being liable for deposit and on which the target was based. The basis used to calculate percentage of UK legal deposit material acquired will be altered from 2011/12 to reflect the change.
- 11

Learners  
attending our  
educational  
sessions  
29,992

Visitors to  
our onsite and  
online facilities  
2,482,012

	Target 2010/11	Actual 2010/11	Actual 2009/10	Actual 2008/09
<b>Throughput</b>				
Exhibition loans to other institutions <sup>12</sup>	40	36	57	51
Items acquired <sup>13</sup>				
Monographs	217,100	193,148	233,087	262,699
Serial titles <sup>14</sup>	–	89,578	93,406	101,280
Newspaper issues	144,400	136,631	150,631	158,555
Patent specifications <sup>14</sup>	–	2,656,695	3,232,627	2,360,493
Other special materials	9,400	6,254	7,376	12,631
Electronic	28,500	41,420	37,784	31,686
Cataloguing backlogs <sup>14</sup>	–	844,507	866,047	885,625
Catalogue records created <sup>14, 15</sup>	–	354,058	478,951	408,648
Digital images created <sup>14, 16</sup>	–	579,447	412,779	15,155,533
<b>Efficiency savings</b>				
Efficiency savings (cash and non-cash) <sup>17</sup>	£7,530,000	£14,222,000	£7,857,000	£4,942,000
<b>Efficiency</b>				
Document supply and monograph lending fulfilment rate <sup>18</sup>	80%	75%	82%	82%
Percentage of material held onsite delivered in St Pancras Reading Rooms within 70 minutes	93%	96%	96%	93%
Average sick leave in working days per staff member	7.5	6.80	6.38	6.26

<sup>11</sup> Percentage of material delivered electronically covers all forms of electronic delivery. These include secure electronic delivery (digitally scanned copies from printed sources), post to web (item placed on a secure web page for the user to view), direct download (user has access to an e-stored item) and Ariel (scanned item transmitted to user).

<sup>12</sup> Loans to individual institutions, not numbers of items lent.

<sup>13</sup> Figures reflect acquisition by purchase, exchange and legal deposit.

<sup>14</sup> No overall target was set for 2010/11.

<sup>15</sup> Additional funding was provided in 2009/10 to boost the number of catalogue records created.

<sup>16</sup> The 19th Century Book Digitisation project was completed in May 2009 which contributed to the majority of the 2008/09 figure.

<sup>17</sup> Total based on figures of actual outturn up to March 2011 (pre-audit). The figure includes efficiencies over the Government's 2007 Spending Review covering the period from 2008/09 to 2010/11 in line with the Government's Value for Money efficiency programme. Reporting of the programme was abolished by the incoming administration in 2011 and has therefore not been supplied to the Department for Culture, Media and Sport this year.

<sup>18</sup> The principal cause of fulfilment not achieving target is because of stock being embargoed due to asbestos. The clean-up operation is underway and should have a positive impact as stock becomes available. The secondary cause is due to licensing restrictions. Activities are underway to pursue direct licence agreements with publishers.

**Efficiency  
Savings  
£14,222,000**

# Statistics

## WEBSITE USAGE

Use of <a href="http://www.bl.uk">www.bl.uk</a>	2010/11	2009/10
Unique hosts served <sup>1</sup>	6,355,368	6,208,184
Successful requests for pages (page hits) <sup>2</sup>	83,815,342	74,635,211

## SERVICE IN THE READING ROOMS

Seats available for users at 31 March 2011	Reader desks	Other provision <sup>1</sup>
Humanities Floor 1 and 2 Reading Rooms	447	83
Rare Books & Music Reading Room	315	65
Maps Reading Room	49	22
Asian & African Studies Reading Room (formerly known as Oriental and India Office Reading Room)	83	50
Manuscripts Reading Room	72	28
Philatelic Collections	1	0
Science Reading Rooms	129	59
Business & IP Centre	100	72
Social Sciences Reading Room	59	23
Newspapers (Colindale)	77	77
Boston Spa Reading Room	84	14
<b>Total</b>	<b>1,416</b>	<b>493</b>

## BIBLIOGRAPHIC SERVICES

Records in British Library catalogues and databases at 31 March 2011	2010/11	2009/10
British Library Integrated Catalogue <sup>1,2</sup>	13,140,982	12,964,141
Archives and manuscripts <sup>2,3</sup>	1,852,513	–
Access to archives <sup>2,4</sup>	–	593,338
Asia, Pacific and Africa Collections – Japanese and Chinese <sup>2,5</sup>	70,093	67,931
Allied and Complementary Medicine (AMED)	251,039	241,245
British National Bibliography (BNB)	3,064,637	2,954,885
Sound Archive Catalogue <sup>2</sup>	3,216,580	3,190,131
English Short Title Catalogue (ESTC) <sup>2</sup>	479,234	478,152
Incunable Short Title Catalogue (ISTC) <sup>2</sup>	30,184	30,123
Electronic table of contents <sup>2,6</sup>	40,047,972	37,743,439
International Standard Serial Numbers (ISSN) UK Centre <sup>7</sup>	418,342	127,145
Manuscripts <sup>2,8</sup>	–	825,382
Newspapers <sup>2</sup>	59,047	57,352
Register of Preservation Surrogates	220,385	219,655
<b>Total<sup>9</sup></b>	<b>62,851,008</b>	<b>59,492,919</b>

## Website Usage

<sup>1</sup> Unique hosts served is the best approximation available to the number of individual users of the website.

<sup>2</sup> The number of pages of all types viewed on the website. This is an estimated figure derived from updated methods of calculating successful requests that exclude requests by automated robots.

## Service in the Reading Rooms

<sup>1</sup> This includes seats provided at the British Library Integrated Catalogue screens, electronic database terminals, microform readers and carrels (the individual study booths in the Reading Rooms).

## Bibliographic Services

<sup>1</sup> Number of unique records. A project to remove any duplication is ongoing.

<sup>2</sup> Available from the Library's website.

<sup>3</sup> The Integrated Archives and Manuscripts System (IAMS) is the new cataloguing system for manuscripts and archives Library-wide. It is the definitive catalogue for the future into which legacy data is currently being loaded.

<sup>4</sup> Access to archives has been superseded by IAMS and is now included within the Archives and manuscripts total.

<sup>5</sup> All other Asia, Pacific and Africa Collection material, except for Japanese and Chinese material, is included in the British Library Integrated Catalogue.

<sup>6</sup> A database listing articles and conference papers by title, derived from the top 20,000 research journals. The database is available through British Library Direct and to higher education through [zetoc.mimas.ac.uk](http://zetoc.mimas.ac.uk)

<sup>7</sup> In 2010/11 work was carried out to enhance catalogue records by adding ISSN to a significant number of serial titles.

<sup>8</sup> Manuscripts are now included within the Archives and manuscripts total.

<sup>9</sup> The total does not represent the number of unique records. There is significant overlap between some files e.g. British National Bibliography and British Library Integrated Catalogue.

## COLLECTION DEVELOPMENT

<b>Collection Holdings at 31 March 2011</b>	<b>2010/11</b>	<b>2009/10</b>
Monographs <sup>1</sup>	14,118,401	13,950,002
Serial titles (all) <sup>2</sup>	874,228	824,101
Manuscripts (single and volumes)	355,767	351,116
India Office records <sup>3</sup>	483,147	482,209
Philatelic items	8,268,432	8,266,276
Cartographic items	4,564,212	4,347,505
Music scores	1,611,424	1,607,885
Sound discs	1,487,869	1,473,087
Sound tape items	253,725	245,367
Digital Audio Files <sup>4</sup>	46,512	30,361
Videos	36,699	35,406
Digital Video Files <sup>5</sup>	3,783	–
Prints and drawings	33,173	33,082
Photographs	302,284	297,932
Patent specifications	64,763,386	62,106,691
Reports in microform	10,376,410	10,330,059
Theses <sup>6</sup>	213,515	196,529
<b>Total</b>	<b>107,792,967</b>	<b>104,577,608</b>

## ITEMS RECEIVED ON LEGAL DEPOSIT

	<b>2010/11</b>	<b>2009/10</b>
Monographs	121,951	129,245
Serial issues	232,856	237,737
Maps and atlases	1,774	2,020
Music scores	1,790	1,765
Newspaper issues <sup>1</sup>	124,749	135,688
Playscripts	353	257
<b>Total</b> <sup>2</sup>	<b>483,473</b>	<b>506,712</b>
Serial titles received	36,668	35,599
Claims for items not automatically deposited	246,635	225,900

## STORAGE

<b>Kilometres of shelving and percentage occupied</b>	<b>2010/11</b>	<b>2009/10</b>
Working capacity: linear km <sup>1, 2</sup>	798	902
Extent of collection: linear km <sup>3</sup>	668.0	658.4
Percentage occupied <sup>4</sup>	84%	73%

## PRESERVATION

<b>Preservation funding</b>	<b>2010/11</b>	<b>2009/10</b>
	<b>£000</b>	<b>£000</b>
Grant in Aid <sup>1</sup>	5,332	6,009
Donations/external funds	321	126
Sales income	220	262
<b>Total</b>	<b>5,873</b>	<b>6,397</b>

<b>Items preserved<sup>2</sup></b>	<b>2010/11</b>	<b>2009/10</b>
Conservation and/or rebinding	4,391	2,870
New binding	30,560	32,680
Minor repairs	1,922	3,036
Boxing/other work	14,614	12,846
Preservation microfilming <sup>3, 4</sup>	3,306	12,614
<b>Total</b>	<b>54,793</b>	<b>64,046</b>

<b>Preservation microfilming<sup>5</sup></b>	<b>2010/11</b>	<b>2009/10</b>
Newspapers: frames of film	3,711,149	13,174,939
Books, periodicals, record volumes, manuscripts, frames of film	265,567	858,757
<b>Total<sup>4</sup></b>	<b>3,976,716</b>	<b>14,033,696</b>

## Collection Development

- The figure for monographs is based on the number of records in the relevant catalogues. This figure includes an estimate of items covered by card catalogues.
- The figure for serials titles is based on the number of records in the relevant catalogues. Changes of title are therefore counted as separate titles. This figure includes an estimate of items covered by card catalogues. A significant project has been undertaken to de-duplicate serial holdings. This rationalised database more accurately reflects the number of unique titles held.
- The archives of the India Office (1858–1947) and its predecessors, including the East India Company (1600–1858). The 2009/10 figure has been restated to correct an understatement of India Office maps in previous years.
- Digital audio files are now used extensively and have largely taken over from sound tape items.
- Recording of digital video files started in May 2010, as a new initiative by the Moving Image section to record news (and news-related) television broadcasts.
- Theses are now created, stored and supplied electronically on the Electronic Theses Online System (EThOS).

## Items Received on Legal Deposit

- The decrease in 2010/11 is due to a reduction in the number of printed newspaper titles available for deposit.
- The number of items received on Legal Deposit varies year on year. This is due to a number of factors including the number of new monograph and serial titles published, serial titles closed during the year, publication frequency of serial titles and the change of publishing format from print to digital.

## Storage

- Working capacity represents the linear length of the solid stock, plus the associated growth spaces without which the collection could not be used and added to effectively.
- The decrease in working capacity is the result of the Library terminating the leases of three leasehold buildings as planned, as part of its property strategy following the completion of its high density storage building.
- This is an overall estimate using actual figures that are available, together with estimates for growth for some collections not yet available for 2010/11. The latter is largely explained by the continuing large scale stock moves into the high density storage building. During this time it has not been possible to add newly processed items, and their associated growth where appropriate, to this location. An additional factor is that the full impact on storage of a large scale serials cancellation exercise in 2009/10 is not yet known. The stock measure that would normally take place to determine this has not been possible due to the discovery of asbestos in some buildings at Boston Spa which has precluded staff access to place new acquisitions and to measure the stock. The removal of the asbestos is in progress.
- The significant increase in the percentage occupied is explained by the decrease in working capacity following surrender of the leasehold buildings. In subsequent years the percentage occupied is likely to increase by c. 1.3% per annum if growth remains at approximately 10 linear kms per annum.

## Preservation

- The decrease in 2010/11 reflects the Government's budget reductions.
- Fluctuations in figures are due to the normal variations which occur annually when treating a wide range of non-standard items with variable resources and priorities.
- This figure is the approximate number of volumes equivalent to the frames shown under the heading 'preservation microfilming'.
- The decrease from the previous year is due to a significant reduction in expenditure on surrogacy programmes for 2010/11 together with an increase in costs and the closure of the microfilming unit at Colindale.
- One frame equates to one camera exposure. These generally represent either a single or double page of a monograph, newspaper or periodical. For most programmes, a negative, positive and duplicate are taken of each page. Consequently the number of frames shown does not represent the number of pages for which surrogate copies have been made.