

2011–2015

Advancing the world's knowledge

The British Library is one of the greatest libraries in the world. Taken together, the scope of our remit, the scale of our operations, the range of our services and the international importance of our collections are without equal.

We launched our 2020 vision in September 2010, following 12 months of extensive and wide-ranging research and consultation. Later in the autumn the Comprehensive Spending Review clarified our funding from Government for the period 2011–2015. In this severely constrained financial context, we finalised our plans for the next four years. Our strategy focuses on five clear priorities. We will focus on enabling access to everyone who wants to do research and on enriching the cultural life of the nation.

We present overleaf some of the exciting activities we aim to have completed by March 2012, set against our five strategic priorities for 2011 to 2015. In addition, we will undertake a range of activities to optimise organisational capacity and capability. We will:

- Continue to develop an integrated talent development framework
- Continue to build a diverse workforce and increase engagement with wider communities
- Deliver the Library's cost reduction programme to ensure savings are achieved and income/margins maintained.

We will report progress and achievements in our Annual Report for 2011/12.



Our mission: Advancing the world's knowledge

Our vision: In 2020, the British Library will be a leading hub in the global information network, advancing knowledge through our collections, expertise and partnerships, for the benefit of the economy and society and the enrichment of cultural life.

The world in 2020

Technology in a constant state of beta

'Digital natives' will enjoy wider access to online content in all formats

By 2020 a huge amount of legacy content will remain undigitised

The business models underpinning scholarly publishing will change dramatically

More teaching and learning will take place virtually

Knowledge institutions will need to demonstrate the value they add to the economy

Delivering our Strategy: Action Plan for 2011–12

Strategic Priority 1:

Guarantee access for future generations

- Continue to work towards arrangements for legal deposit, storage and preservation of UK digital publications
- Provide access to non print legal deposit content in the Library's Reading Rooms
- Commence construction of the dedicated newspaper storage building at Boston Spa.

Strategic Priority 2:

Enable access to everyone who wants to do research

- Continue to work in partnership with brightsolid on the digitisation of newspapers, making large parts of the Library's unparalleled newspaper resource available online for the first time. Launch access to brightsolid's service, including the provision of free access for British Library Readers
- Increase the visibility of the Library's collections by making selections of British Library main catalogue data available as 'open data' for others to integrate into new information resources
- Through our Customer Management Programme, continue to develop an integrated view of customers and provide increased opportunities and incentives for registration
- Develop and implement the Library's digital scholarship strategy, one of the key initiatives from the 2009/10 review of the Scholarship and Collections directorate.

Strategic Priority 3:

Support research communities in key areas for social and economic benefit

- Subject to the availability of funding, work in partnership with Newcastle City Council, Northumbria University and others to pilot a new business support centre in the North East, based on the British Library's critically acclaimed Business & IP Centre for start ups and growth businesses
- Work with Microsoft to develop the Research Information Centre for bioscience researchers, providing them with a virtual research environment framework for managing the increasingly complex range of tasks involved in carrying out research
- Work with UK Living with Environmental Change, a partnership of 22 major UK public sector organisations, to develop an online demonstrator to enhance access to environmental information, with an initial focus on flooding research
- Explore the possibilities for an innovative and focused service offering for the creative industries
- Develop and test a demonstration Social Welfare portal. This portal will offer access to British Library owned content and will use the technical architecture and web page designs developed for our Management and Business Studies portal www.mbsportal.bl.uk

Strategic Priority 4:

Enrich the cultural life of the nation

- Deliver an onsite public programme which includes two major temporary exhibitions:
 - *Out of this world*: challenges visitors' perceptions about science fiction, showcasing the history, variety and art of the form
 - *Royal Manuscripts*: presents a selection of illuminated manuscripts from the collection of the kings and queens of England from Alfred the Great to Henry VIII
- Deliver an exciting programme of workshops, activities and resources for teachers and learners around the Library's two major temporary exhibitions.

Strategic Priority 5:

Lead and collaborate in growing the world's knowledge base

- Develop the Library's strategic partnerships and collaborative arrangements with a range of stakeholders including publishers, aggregators and rights holders, the BBC, the British Film Institute and JISC
- Work in partnership with the Higher Education sector, focusing on:
 - Development of a new ETHOS (Electronic Thesis Online Service) membership funding model to establish the service on a self sustaining basis
 - Continued development of the UK Research Reserve – a collaborative distributed national research collection of low-use print research journals
- Implement the Library's international engagement strategy, focusing on:
 - Implementation of the strategy with India
 - Developing further the strategy with China
 - Completing the scoping study for the partnership project with the Qatar Foundation.



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British Library App for iPhone and Android smartphones.