

INCREASING OUR VALUE TO CREATIVE INDUSTRIES

“Contemporary publishing depends upon the research and scholarship of the past. Both publishers and authors rely on the British Library’s unrivalled collections to provide the raw materials that help inspire and inform them in their work. At Faber & Faber, we and our authors remain heavily dependent on the British Library’s resources to provide well researched, authoritative new writing.”

Lord Evans

Chairman, Faber & Faber

FACT FILE

- **The creative industries* in the UK generate annual revenues of approximately £112.5 billion**
 - Account for over 5% of GDP
 - Employ some 1.3 million people
 - Generate exports of around £10.3 billion to the balance of trade
- **London’s creative industries are hugely important to the future of London’s economy**
 - Generate annual revenues of £21 billion
 - Create one in five jobs
- **London Cultural Capital 2003 sets out to**
 - Develop London’s cultural and creative industries
 - Reorientate London’s social and economic profile
 - Improve the quality of urban design in the King’s Cross area
 - Build on the existing facilities of the British Library
- **The British Library is fast becoming the first choice provider of content, navigation and research services for the creative industries**
 - Nearly 25% of all readers are from the creative industries
 - The creative industries spent £2 million on electronic document supply (02/03)
 - The Library has a proven track record in supporting design-led entrepreneurs including Trevor Baylis, James Dyson, Mandy Haberman and Mark Sheahan, as well as major organisations such as the BBC.

* Architecture, art, antiques, crafts, design, designer fashion, film, video, interactive leisure software, music, performing arts, publishing, computer services, television, radio, cultural heritage, tourism, museum industries

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SERVICES

- **Reading Rooms**
 - Staffed by experts to guide users to relevant information and materials
 - Free access to unique collection spanning 3,000 years of world culture and creativity – books, journals, market research, newspapers, images, maps, music manuscripts, voice and sound recordings
 - Customised services to customer deadlines and budgets
 - A recent Reader Survey (Q3/03) showed that over 93% of all users were completely/very satisfied on a wide range of criteria, including comprehensiveness of collection, working environment and staff expertise
- **Reproduction and Imaging**
 - Largest and one of fastest remote information supply services in the world including 24 hour electronic delivery and 2 hour turnaround
 - Virtually everything in the Library's collection can be reproduced in a number of formats, including digital, photographic, microform and paper
- **www.bl.uk**
 - Users are directed to a wide range of services and resources which have been specially developed for the creative industries
 - The recently launched *Images Online* makes available for instant download 10,000 unique digital images
- **Patent and Intellectual Property**
 - Largest patent collection in the world
 - Regular patent searching workshops including trademarks, registered designs and copyright information.

INITIATIVES

- **Innovation Centre (05/06)**
 - Being developed to support entrepreneurs and SMEs particularly those in the creative and scientific industries
 - Initial market research from SME focus groups has been very positive
 - British Library perceived as a credible, trustworthy and impartial resource
- **SME Web Portal (Q3/04)**
 - Being developed to enable easy searching and access to Library materials including electronic delivery, on a pay-per-view basis
 - Phase One will focus on scientific, technical and medical documents
 - Phase Two (05) will focus on additional content for the creative industries, including images and sound
- **Supporting London (04)**
 - Launched series of Asian business events in conjunction with the Library's major *Silk Road* exhibition (Q2/04)
 - Continuing to support London Design Festival and World Creative Forum
 - Developed close working relationship with Greater London Authority to support London as a world-class cultural centre
- **Resource Sharing and Collaboration**
 - In discussion with regional cultural and library networks to incorporate the SME Web Portal into the People's Network
 - Initiated highly constructive discussions with the LDA, DTI, HEIs, business advisors (eg. Business Links), business and trade associations to refine and promote the Library's Innovation Centre proposition.