

## Services developed by the British Library to support entrepreneurs and small business development

Nigel Spencer, Research Manager, British Library

National Diet Library, Tokyo, 17 December 2008

## Background to the British Library

- National Library of the UK
- Established in 1972
- Over 150 million items held
- Services include:
  - Reading Room Services
  - Document Supply
  - Imaging Services
- New building in St Pancras opened in 1997

## Images of the British Library St Pancras



## Background to the British Library support for business

- 1852: Creation of the Patent Office Library
- 1973: Creation of British Library in 1973
- 1982: Business information collection
- 2006: Opening of Business & IP Centre



Supported by the London Development Agency

## Challenges faced by service for business 1983-2006

- Lack of awareness of our services by UK central government
- No contact with business support community
- Little understanding of the needs of entrepreneurs

## Business support activities

- Diagnosis and signposting
- Coaching and mentoring.
- Funding
- Legal advice and services.
- Networking opportunities.
- Prototyping and other technical support
- Training
- Information

## Structure of business support in the UK

- **Central government:** Department For Business Enterprise and Regulatory Reform (BERR)
- **Development Agencies**
- **Business Link**
- **Local Enterprise Agencies**
- **Higher education**
- **The Learning & Skills Council**
- **Public libraries**
- **Chambers of commerce**
- **UK Trade & Investment**



Map of development agencies

## Preparation for the Business & IP Centre

- **2002/3 :** BL Chief Executive visit to New York Science Industry & Business Library (SIBL)
- **2005:** London Development Agency gives £1 million to help BL create Business & IP Centre
- **2005-6:** Consultation with entrepreneurs
- **2005-6:** Building work
- **March 2006:** Business & IP Centre opens



SIBL

## Services at launch of Business & IP Centre

- British Library staff workshops
- Business & IP Centre partner workshops
- Advertising on the London Underground



## Image of the Business & IP Centre reading rooms



Image of the Business & IP  
Centre reading rooms



Image of the Business & IP Centre Networking Area



Image of the an Business & IP Centre Workshop Room



Image of the an Business & IP Centre Workshop Room



## Image of the an Business & IP Centre Workshop Room



## Business & IP Centre - Collections: Intellectual Property

- **Examples**
  - **Derwent Innovations Index**
  - **DesignFinder**
  - **WestlawUK IP Module**

**Business & IP Centre  
- Collections: Market Research**

- **Examples:**
  - **Frost & Sullivan**
  - **Mintel**
  - **Global Market Information Database (Euromonitor)**
  - **Business Insights**
  - **Datamonitor**

**Business & IP Centre  
- Collections: Business News**

- **Examples:**
  - **Business Source Complete**
  - **ABI Inform**
  - **Factiva**
  - **Wall Street Journal Online**
  - **Global Newsbank**

## Business & IP Centre - Collections: Company Information

- **Examples:**
  - Amadeus
  - Kompass
  - OneSource

## Business & IP Centre - 1 to 1 advice

- **Ask and Expert**



Rachel Elnaugh



Kresse Wessling



Sam Gyimah



Mark Sheahan

- **Business Clinics**

**Business & IP Centre  
- BL Workshops (1-2 hours)**

- **Beginner's Guide to Intellectual Property**
- **Beginners Guide to Business Information**
- **Introducing Copyright**
- **Knowing Your Market**
- **Introducing Patents Searching**
- **Introducing Trade Marks**
- **Introducing Registered Designs**
- **Researching a Company**
- **Using Scientific Information Sources To Find Business Information**
- **Understanding Social, Economic and Consumer Trends**
- **Going Global**

**Business & IP Centre  
- In-depth workshops**

- **IP Masterclass (2.5 days)**
- **Essential Market Research**

## Business & IP Centre - Partner Programme

### 19 Full partners

- **Examples**

- The Dynamic Asian Women's Network
- Business Link For London
- Red Ochre
- Invention Intelligence
- Leonard Cheshire Disability



redoehre



## Business & IP Centre - Inspiring Entrepreneurs

### Evening events with speakers

- **Some examples of themes**

- Small Companies Global Ambitions
- Social Entrepreneurs
- Mothers of Invention (female entrepreneurs)

- **Speakers have included:**

- Stelios Haji-Ioannou: Founder of EasyJet
- Alan Yau: Founder of Wagamama restaurants

### Images from Inspiring Entrepreneurs



### Image from Inspiring Entrepreneurs



## Business & IP Centre - Exhibitions & Displays

- 50 'Weird & Wonderful Inventions (August – November 2008)



## Business & IP Centre - Electronic Courses

- Free courses
  - Basics of Intellectual Property
  - Searching the Databases
  - Analysing the Markets

## Business & IP Centre - Industry Guides

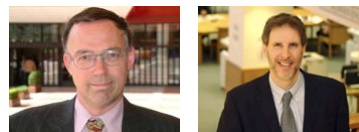
### Examples:

- Advertising
- Health & Fitness
- Organic Food
- Jewellery
- Travel & Tourism
- Childrenswear



## Business & IP Centre - Other Web-Based initiatives

- Blogs
  - Steve Van Dulken: Patent Search Blog
  - Neil Infield: In Through The Outfield
- Facebook: British Library Entrepreneur and SME Network
- E-Newsletter
- YouTube Channel



## Business & IP Centre - Other Web-Based initiatives

- **Blogs**
  - **Neil Infield:** In Through The Outfield
  - **Steve Van Dulken:** Patent Search Blog  
<http://britishlibrary.typepad.co.uk/patentsblog/>
- **Facebook:** British Library Entrepreneur and SME Network  
<http://www.facebook.com/group.php?gid=2373820409&ref=ts>
- **Twitter:** <http://twitter.com/BIPC>
- **E-Newsletter:** <http://email.bl.uk/go.asp?/.newsletters.bipc/bBLI001>
- **YouTube Channel:** <http://www.youtube.com/bipctv>



## Research Service - priced desk research

- **Most popular services:**
  - Patent searches
  - Market overviews
  - Company profiles
  - Scientific literature searches
- **Customer groups**
  - Lone inventors and micro business who contact us directly
  - Business support organisations
  - Knowledge transfer departments from UK universities
  - Research and information departments from large corporations
- **Charges**
  - £87 UK for 30 minutes
  - Online database charges

## Business & IP Centre - Key statistics 2008

- **Annual figures**
  - 16,000 visitors
  - 22,000 free email enquiries
  - Over 500 1-1 business clinics
  - 150 BL workshops
  - 240 partner workshops
  - 1200 priced research enquiries
- **Staff numbers**
  - 18 information specialists
  - 6 dedicated marketing professionals

## Training of staff

### Methods used:

- Training by external trainers
- Professional library and information training
- Training by vendors and publishers
- Attending Business & IP Centre workshops
- Visits to other organisations

## Funding of the Business & IP Centre

- **UK central government**
  - Collections
  - Reading room services
  - Reference services
- **Research Service:** funded by sales of services
- **London Development Agency**
  - The Partner Programme
  - Advertising
  - Electronic courses
  - Free priced research for companies in London

## Challenges for the future

- **Funding after London Development Agency funding ends in 2011**
- **The recession**
- **Integrating Business & IP Centre with other British Library services**
- **Offering wider access to online resources**
- **Changing needs and behaviours of our customers**
- **Improved collection of information about customers**

## Things that I have learned

- Be inspired by entrepreneurs
- Select your partners with care
- Use small teams or individuals to manage projects
- Be prepared to take some risks

## Greetings from the British Library

