

Your regular newsletter



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BDS LIVE LIFE

AUGUST 2007



"At the end of the twelve months BDSLive has outstripped our expectations both in terms of sales and positive feedback." Sarah Armitage, Director of Library Sales

BDSLive – One Year On

BDSLive has been on the market one year and it is now being used by libraries up and down the country. Its quality, ease of use and comprehensiveness are proving popular with everyone and BDSLive continues to attract new customers as the scope of the product extends.

"Since our company was founded, BDS has held the belief that the only solution to maintain the provision of service that library customers deserve is by insisting on standards and consistency," comments Lesley Whyte, Managing Director of BDS. *"The success of BDSLive confirms this view."*

All of last year's early subscribers have resubscribed and the addition of data for CDs of recorded music is set to draw more customers.

Fairness and flexibility

"We find that many customers using one of our products for cataloguing, such as BDZ or Direct Data Feed are also choosing to subscribe to BDSLive because it offers so many other features for library staff and customers", adds Sarah Armitage.

BDS's pricing structure under the BDS Options scheme makes combining services attractive. Individual subscribers or consortia, such as the Central Book Consortium and the Yorkshire Book Consortium already receive a discount when

they use a combination of services or purchase multiple subscriptions.

Listening to customers

The BDS team has been listening to customer feedback and has implemented additions and changes.

Cover images are available for all media, including CDs, DVDs and computer games. A slide-show option has been introduced to display search results or saved searches. BDSLite, designed for public access, is now in use and proving popular not only with the public but also with staff at the enquiry desk.

A newly introduced option to brand BDSLite enables a local authority to present its own identity to the public. This has happened in East Sussex, which now enjoys all the benefits of BDSLite while maintaining the all-important profile that customers recognise and expect.

"We are delighted with the success of BDSLive," says Eric Green, Business Development Director. *"We believe that it is the result of our knowledge of the industry, coupled with our willingness to listen to our customers that has led to such enthusiasm for our product. We look forward to taking BDSLive into its second year, adding further innovations to enhance our service."*

To trial BDSLive contact Sarah Armitage on 07860 324570 or email sarah.armitage@bibdsl.co.uk.



BDSLive

- Launched 06/06/06
- Over 30 library authorities subscribed by 07/07/07
- 1,605,828 searches in first year
- 120 million documents retrieved, 0.1 of a second average search time



Feb 1995

Company is set up, and work commences



Nov 1995

BL CIP contract awarded for the first time



June 1997

BDS recognised as an Investor in People



Sept 1998

BDS launch MARC21 service



Jan 2000

Scotland's First Minister, Donald Dewar, visits BDS

There is a folk history within BDS. It says a group of dedicated professionals who had been working together in library supply and libraries for many years, had a vision that they could transform the way in which data is used in libraries, unleashing the potential that can be brought to the catalogue by including rich descriptive and visual information, as well as conforming to all traditional bibliographic standards. They were aware that librarians did not have access to all the information that publishers were producing about new books; they recognised that once shelf-ready stock was delivered to libraries, it was important that books were available to circulate immediately...

The Story of BDS



BIBLIOGRAPHIC DATA SERVICES

Established in 1995, BDS is a company dedicated to serving libraries, a company built by library professionals, working closely with publishers, the book trade and library suppliers. The company was set up because the founding members believed that there was no credible source of commercial bibliographic data available in the United Kingdom that precisely met the needs of libraries. This decision was vindicated when The British Library awarded the fledgling company the CIP Contract later in the same year, a contract that has been retained through several re-tendering processes until the present day.

Quality and value

The need for quality bibliographic data in libraries is more manifest than ever. With remote access from around the world, a library's stock is exposed to new kinds of scrutiny and demands. Quality data is important for both users and staff to derive maximum value from the collection, but is also vital if other libraries or remote users are going to use the library's resources.

Anticipating that one day libraries would be able to add extended content and images to their catalogue, BDS included this information in its offering from the inception of the company, and libraries are now benefiting from the rich resource that has been captured over the years. Recognising also that the requirements for book data applied to data for all media that libraries purchase, BDS has added data for a variety of audio visual formats to its offering, including DVD, talking books, computer games and music recordings.

BDS: used by libraries throughout the world

One of the major strengths of BDS lies in the fact that the company remains an independent, privately owned business, and therefore the directors of the company and its staff are able to respond quickly to market changes and the needs of their customers.

Many of the founding members of staff remain with BDS to this day. Through representation on major committees, and as a result of a rigorous training programme which draws on experts in the field as well as experience from within, BDS produces data which is unrivalled in its field. As a result of the association with the British Library, BDS data is used by libraries throughout the world.

Recognising the importance of local identity in an ever more globalised world, BDS data includes tags to help retrieval under varying circumstances. For example, books related to Scotland, Ireland or Wales are identified for those who have an interest in regional publishing.

BDS is always looking for new ways to enhance its data and thus enhance the libraries and the communities that use them. That is why listening to customers is central to BDS's way of working. Its flagship web-based multimedia product, BDSLive has been continually updated since its launch in 2006 in response to customer feedback.

Flexibility and first class service

BDS offers flexible delivery methods to access and use its data. As well as

BDSLIVE, there is BDZ, a product designed to integrate seamlessly into a library's stock management system. Direct Data Feed keeps your library catalogue up-to-date with all publications on a daily basis. For more specific requests BDS offers FTP transfers of data. XML can dynamically link your catalogue to BDS data and its rich resources of enhanced content such as cover images, extended description and records themselves.

BDS offers catalogue enhancement enabling your library service to bring its catalogue in line with the latest standards such as MARC21, as well as incorporate all the latest features and multimedia content. BDS's rich content data even allows for the customisation that will ensure your library maintains the specific links with the culture it serves.

When you are talking about libraries and data to build the catalogue, you are talking about BDS. BDS is the only serious option when it comes to maintaining the catalogue and developing the library service of the future.



The Directors of BDS outside Annadale House



BDS Supports Festival of the Book



The Festival of the Book was celebrated in Wigtown, Scotland's National Book Town, between 7-10 June, 2007. The event included talks, workshops, book binding demonstrations,

and a printing, design and layout demonstration alongside poetry readings and entertainment.

On Friday 8 June Lesley Whyte of BDS took part in a day-long forum open to the public called, "What Are They Doing to Our Libraries?" The event was chaired by radio presenter and writer Chris Powling

and included Cate Newton, Head of Collection Development at the National Library of Scotland, Janice Goldie, Operations Manager of Cultural Services for Dumfries & Galloway Libraries, and Gerry Maclean, Library Staff Development Manager with the Knowledge Services Group of NHS Education for Scotland.

Lesley gave a talk entitled "From BDS to Library to Community" in which she described the process of creating data, starting with the information released with the publisher and culminating in a book-in-hand record, and the uses a library makes of this data, including public access. BDS supported the festival through collaborating with Wigtown Book Town, The Bakehouse poetry performance space, Dumfries and Galloway Council and the European funding body **Leader+**.

Prunella Scales Sponsored by BDS

Prunella Scales, the actress who created Sybil in the TV comedy series *Fawlty Towers*, was BDS's guest at an informal interview before a packed house in "An Evening with Prunella Scales".

The event was held in the town of Gatehouse of Fleet and formed part of the sponsorship initiative devised by BDS to keep the literary arts alive in communities.

The interview was conducted by the editor of *Markings* arts magazine, John Hudson. He was assisted by theatre director, Chrys Salt, who read excerpts from Teresa Ransom's biography of Prunella Scales.

During the evening the audience enjoyed listening to Prunella tell of her experiences working in film, theatre, TV and radio. She spoke of the craft and art of working as an actor, her experiences studying with Uta Hagen in New York, and her role in David Lean's film *Hobson's Choice*, alongside Robert Donat, Charles Laughton and John Mills.

John Hudson also asked her questions about her role as Sybil in *Fawlty Towers*. Prunella, at a sprightly 75, got up from her chair, walked to the front of the stage and casually sat upon the floor in order to view two clips selected from the ever-popular series. She then told of how she imagined Sybil's earlier life:

"Her parents probably ran a guesthouse in Eastbourne. I think Basil came to stay there and they met. He was public school. She had social pretensions. At first, it was quite a passionate relationship but this dried up by the time that series takes place."

She went on to talk about her family life with her husband, renowned Shakespearean actor, Timothy West.

The evening concluded with a brief question and answer session. A drama student, studying in Manchester, asked Prunella how she could develop her career. Prunella looked at her kindly and said: *"It is not a career; it is your life's work!"*

Bring a Library to Life

Would you like to enhance your catalogue and make life easier for both customers and library staff?

BDS enhanced content makes browsing the catalogue more user-friendly and informative. It also aids selection and retrieval of items within the library. It takes up no space on the library system server as images are dynamically taken via XML API off the BDS server and merged on the page instantaneously when you call up a record. Long descriptions and contents information are also available. The result is a seamless process and a better-looking and more informative catalogue.

This is certainly what staff at Dumfries and Galloway Libraries, Information and Archives have found. They began using BDS enhanced content in June 2007. *"Today's library customers not only expect enhanced content, they also use it in the search, select and retrieve process,"* comments Janice Goldie, Cultural Services Manager Libraries Information and Archives.

Users of BDS data can be sure of accurate matches between the catalogue record and the published item as BDS scans books and DVDs on publication, updating any images supplied pre-publication from publishers and film studios.

To learn more about BDS enhanced content for yourself and see how it can improve your library's efficiency and service to customers, call Sarah Armitage on 07860 324570 or email sarah.armitage@bibdsl.co.uk.





July 2004

BDS invest in eHaus, a web-services company



Jan 2006

BDS appoints Director of Library Sales



June 2006

Launch of BDSLive



Aug 2006

BL CIP contract awarded for the third time



April 2007

BDSLite brings BDS data to the community



Eric Green Heads West10

Eric Green, Business Development Director at BDS, has been appointed Managing Director of West10.

The move demonstrates the importance BDS places on the production and sale of home entertainment data and services to libraries.

"I am looking forward to the challenge of leading West10 into the future and ensuring that the same standards applied at BDS are maintained in the field of home entertainment data creation and supply," commented Eric after his appointment.



DVD data forms an important part of our BDSLive service to libraries and DVD stock is increasingly important in library collections. Our trade arm, West10, focuses on the provision of home entertainment data. As a result of this association, BDS is able to bring you an offer from one of West10's customers, Home Entertainment Week.

HEW Offer to Libraries

Home Entertainment Week magazine is the leading trade weekly for the home entertainment industry. It contains the latest official rental and retail charts, reviews, news, features and release information. HEW is essential reading for all involved in the home entertainment industry.

Home Entertainment Week can help purchasing decisions by providing the most up-to-date information on what consumers are buying. As the only trade weekly that offers the official UK charts company retail and **mr ib** rental data, as well as the most comprehensive entertainment listings through partner West10, Home Entertainment Week has become a key resource for library entertainment teams across the UK.

HEW recognises the growing importance of the library sector and continues to support the evolution of the entertainment rental sector by ensuring libraries are made to feel part of the home entertainment industry.

In addition to the magazine, Home Entertainment Week offers online

coverage of the industry through **www.heweek.co.uk** with regularly updated news, features, events diary, contact information, polls and a hugely popular weekly HTML newsletter with all the top news direct to your inbox.

HEW is offering libraries an exclusive subscription offer of 15% discount on the usual annual rate. So subscribe now to start receiving the industry's most respected magazine weekly at £85 (£15 off usual rate of £100).

Simply go to **www.subscription.co.uk/hew/lib1**



New Look, Wider Horizons www.bibliographicdata.com

In order to reflect BDS's commitment to libraries and the communities they serve, BDS has broadened the scope and changed the look of its website, www.bibliographicdata.com.

New sections focus on ideas and discussions relevant to the library sector and its innovative BDS Literature in Libraries campaign (see article page 3). The news section has been streamlined to keep you up-to-date with what is happening at BDS

while the whole site has been made visually more dynamic, reflecting the energy, quality and depth that BDS data offers.

BDS welcomes feedback on its new website and any other features of its services to libraries.

Feel free to contact Lesley Whyte on 01387 702258 or email lesley.whyte@bibdsl.co.uk



Over the next few issues of BDSLive Life we aim to profile certain library services up and down the country. We begin with Dumfries and Galloway, a rural region that is home to the headquarters of BDS in the southwest of Scotland.

A Region of Readers: Dumfries and Galloway

Dumfries and Galloway is a large and sparsely populated region, bordered by the Solway Firth to the south and the Southern Uplands to the north. From East to West the region stretches over one hundred miles. Its largest town, Dumfries, is home to BDS and 35,000 people; the second largest town, the port of Stranraer, is seventy miles away. The total population of 146,000 is largely divided into small rural communities, often remote, of between 1000 and 3000 inhabitants. Thus Dumfries and Galloway Libraries, Information and Archives has a broad range of logistical and infrastructure issues to address in order to provide its service.

Gateways to a world of information

Libraries in Dumfries and Galloway are dynamic, modern community centres for information, learning and entertainment. They are places where the whole community comes together - during rhymetimes for babies, pre-school storytimes, for homework help, as reading and writing groups, for research or simply to borrow books or DVDs.

"Libraries have a role to play in developing reading tastes, encouraging literacy and ensuring that all our users are given the opportunity to expand their horizons," says Janice Goldie, Cultural Services Manager Libraries Information and Archives. "This work ranges from babies experiencing books for the first time to more senior generations being encouraged to use computers."



There are 24 branch libraries and one archive centre, plus a fleet of four mobile libraries. Services are provided to 106 primary schools and 32 other establishments including homes for the elderly. Surestart services are used by almost 200 local playgroups and nurseries. Partnerships with organisations such as WRVS take services directly to those who are housebound and a partnership with local



Janice Goldie

health visitors provides free bags of books to about 1500 babies every year.

The service currently has a membership of some 71,000 people with an approximate further 20,000 users who include visitors or service users who have not signed up for lending services. Each year there are over 1 million visits and about a million items are issued.

Lending services are the cornerstone of the service. Over 60% of all visits to libraries in the region are to borrow or return books. Increasingly, reference sources are only available via the internet. Dumfries and Galloway subscribes to electronic sources in partnership with other Scottish local authorities in order to take advantage of discounts. Today every single library, no matter its size, provides up-to-date access to the very latest information.

Community information

There are over 2000 local clubs and associations in the region who all have committees, secretaries and treasurers - most of them changing every year or two. Then there are all the other organisations - Scouts, BBs, Guides, WRIs - a huge amount of community information - all kept up-to-date and accessible through local libraries. The service also collects everything written about Dumfries and Galloway and everything written by anyone resident in Dumfries and Galloway - a huge task. This includes printed books, over 230 years worth of local newspapers, photographs and maps.

"One of the biggest challenges we face is integrating these collections in order to make access more convenient," comments Janice, and adds, "Given that this collection simply grows and grows, the other major challenge for us is suitable storage space."

One way in which the service increases access to fragile or rare items is to reproduce them either by facsimile



www.artistsfootsteps.co.uk

editions, microfilming or most recently by digitisation. There are also web based indexes for local studies materials ranging from local newspapers to shipping registers. The Council's website www.dumgal.gov.uk/lia, includes the library and archives catalogues and a range of community information databases, enabling users to access information regardless of where they live.

Recent development work has resulted in the digitisation of local landscape paintings through a project called "In the Artists Footsteps" which has produced a new and highly acclaimed website www.artistsfootsteps.co.uk.

Staff - adding value

All libraries are served by a Central Support Unit housed in Dumfries. The function of this unit is to allow individual libraries to focus on customer service. The provision of quality, value for money and high levels of public satisfaction are of paramount importance. The staff represents the added value element of the service, helping customers to find what they are looking for and making local libraries welcoming, accessible and personal.

Award-winning

Since 2000 Dumfries and Galloway library Service has held Charter Mark status - the government's national standard for excellence in public services. A key feature of the service's progress to date and for the future is partnership working - partnership with the people it serves and partnership with the many organisations and agencies now discovering the power of libraries, many of whom share similar objectives and who, through joint funding or cross-sectoral working, will not only share the vision but help deliver libraries in Dumfries and Galloway fit for the 21st century.

Community Matters

Lesley Whyte
reports from ALA



With 28,635 delegates, the 2007 ALA Conference held in Washington DC in June was the largest conference ever to have taken place.

My objective was, as always, to keep abreast of international developments in my areas of professional interest. ALA offers the chance to assess trends that are occurring in the USA which may find their way over to the United Kingdom, and have an impact on the libraries that BDS serves.

ALA is always busy and stimulating, and an excellent place to meet professional contacts from other countries. This year, the predominant theme for me in the papers and meetings that I attended was the library and its community.

Speakers took a broad look at the role of the library in serving its users, including the technology which they may use, and the methods of communication that are available, many of which are being used by both young people and the emerging generation of silver surfers.



Dr Billington at the Library of Congress

Issues relating to the privacy of information and how much detail should be stored about the searches we make on websites and the books we borrow and buy were also under consideration.

Complementing these big issues was analysis of how we record information for posterity, looking at cataloguing, classification and indexing procedures to make sure that the rigour that is needed is not lost amidst today's challenging social objectives and developments.

Another professional interest of mine, the concept of mentoring in the workplace, was explored in a very interesting session where three young, professional librarians and their mentors spoke about their mutually valuable experiences. This process was interesting in that in each case the mentors and mentees were from different ethnic backgrounds.

One of the pairs delivered a joint paper, despite the fact that they had only met that morning, all their prior communication having been by telephone and email. Evidence again



Lesley Whyte

of the growing role of developing technologies in the development of ideas.

This session drew together several strands for me – my own belief in the value of mentoring in the workplace at all stages of one's professional life, the use of technology to achieve professional ends and also the fact that with an ethnically-diverse population, we too have to consider some of the issues that arose in the discussion about the relationship between mentor and mentee.

Of course, holding a conference in Washington, DC allows delegates to visit the great Library of Congress, the largest library in the world. On the day I visited I was fortunate to attend an interview with the Librarian of Congress, James H Billington.

Dr Billington, a historian and Russian linguist, spoke of the visits he had made to Russia and China this year, and the focus in libraries on developing services for their communities. It seems that for librarians, as for BDS, there is a common agenda, wherever one is based.

Writing in the Community

The BDS Literature in Libraries initiative has received an enthusiastic response from writers and libraries across the country.

The initiative is the result of the partnership between BDS and one of Britain's leading literary magazines, *Markings*. The aim is to uncover and publish new writing talent working in libraries across the country.

Writers' groups and library staff have submitted work which is currently being reviewed by the *Markings* editorial team for publication in October. The best poems, short-stories and articles will be published

and the library they relate to will receive a special mention.

Markings magazine, recently featured in the Times Online, regularly publishes new writers alongside established figures such as poet and playwright Bernard Kops, poet and philosopher, Kenneth White, TS Eliot and Whitbread awards winner, Don Paterson, and songwriter, poet and Times' essayist, Alan Franks.

For more information on how to become part of BDS Literature in Libraries call 0131 208 3534 or go to www.bibliographicdata.com



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