

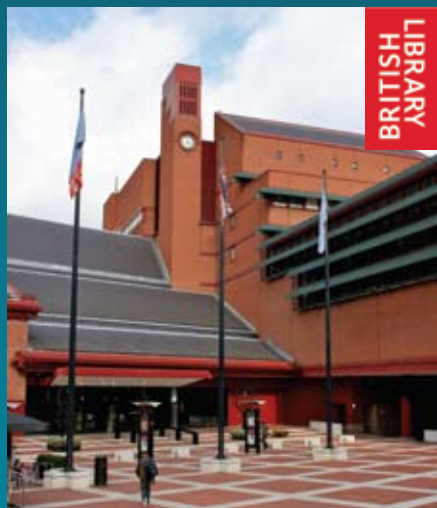
# BDS LIFE

Summer 2012



## BDS WINS BL CIP CONTRACT

BDS has successfully secured the contract to supply data for the British Library's Cataloguing in Publication (CIP) Programme in a joint bid with Nielsen Book. BDS has held the contract for the supply of data to the CIP Programme since 1995.



BDS will supply industry-standard, quality catalogue records for books published and distributed in the United Kingdom and Ireland and lead the process of introducing new international cataloguing standards. Nielsen's expertise in managing publisher relations through the ISBN Agency for UK & Ireland and provision of analytic information through its Nielsen BookScan service about the United Kingdom's publications will be integrated into the process.

Together BDS and Nielsen will ensure that the maximum number of titles are claimed for posterity and represented in the British National Bibliography (BNB).

"At a time when all organisations are seeking the best solution for outsourcing requirements it makes sense for the two major players in the bibliographic data supply industry in the UK to collaborate to provide an unbeatable service to the British Library" said Lesley Whyte, Managing Director of BDS and leader in the bidding process for the two companies. "We are confident that by working together, the British Library, libraries across the country and the nation will benefit."

The CIP Programme provides records of new and forthcoming books in advance of publication in the United Kingdom and Ireland, which are included in the BNB, and acts as an alerting service for libraries, enabling them to identify titles of interest to their user communities.

CIP records play a vital role in the British Legal Deposit system which safeguards the United Kingdom's and Ireland's published heritage.

Simon Skinner, Sales Director of Nielsen Book said, "Nielsen is delighted to be participating in this collaboration with BDS. Through the unique strengths of both BDS and Nielsen we will deliver a first-class service for the British Library."

The award of the new contract runs for two years with yearly options for the British Library to renew for three years thereafter before re-tendering has to take place.

Neil Wilson, Head of Metadata Services, Collection Acquisitions and Description at the British Library, said, "We are delighted to be working with BDS and Nielsen to ensure that the British Library's CIP Programme remains as timely, comprehensive and relevant as possible to the library and publishing communities."

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# FROM THE EDITOR



Welcome to the summer edition of BDS Life. So much has happened since our last edition, sent out early in the year.

The big news is that BDS has been successful in retaining the British Library Cataloguing in Publication Programme contract for up to another five years. We have held the CIP contract since BDS started up in business in 1995. It represents a huge stamp of approval and keeps BDS firmly at the centre of data creation for libraries across the UK.

This edition of BDS Life also looks at one of the great British institutions that uses the data BDS creates. Oxford's Bodleian Library has a fascinating story and a remarkable architectural setting, both of which date back to deep into the Middle Ages. We hope you enjoy the feature in this issue as much as we enjoyed researching it.

BDS data caters for all ages and all types of library. This was reinforced when we visited a schools' library service that uses BDS data and cover images. Falkirk in central Scotland offers its students a cornucopia of resources from the Schools' Library Service HQ. Read the article to find out more.

Still on the subject of education, recently we hosted a professional visit from three librarians from the University of the West of Scotland, whose library has featured previously in articles in our newsletter. While undertaking a tour of our offices, they noticed some of their former students working at their desks. I commented "You educate, we employ", to which they replied, "but we use your data to assist in the education." I thought this was a neat way to sum up the importance of our work in the education process, and it is gratifying to think that we are training information and IT professionals of the future, whose education was assisted by the same process that they now facilitate themselves.

The London International Book Fair was as lively as ever with its somewhat controversial market focus on China alongside its author events, expanding Digital Zone and the usual array of stands from publishing houses and countries from around the world.

We also report on the latest European Dewey Users Group seminar which envisaged a bright and expanding future for one of the library world's most venerable classification systems.

The development of technical standards for cataloguing is central to our work, so BDS is sponsoring the forthcoming one-day seminar at CILIP headquarters on the implementation of RDA. We preview this event in the hope that many of our readers will be able to attend the event.

Nurturing literary talent is another of our objectives, so on a more festive note, we also take a look at BDS's sponsorship of a one-day literary festival in Scotland, "Big Lit Day" which saw some famous literary lights descend onto a small local town for readings, signings and workshops.

Finally, for all the budding novelists working in libraries or associated with them, BDS Life has negotiated a special deal with the National Academy of Writing. See the offer on the back page and read the article on page 9, and enjoy the chance to get feedback on your writing from experts.

I hope that you enjoy this issue of BDS Life. Don't forget, should you have any comments on the content or if you would like to see anything featured in this newsletter, don't hesitate to contact me with your suggestions.

*Lesley Whyte*

**Lesley Whyte - Editor**

## LLC CONTINUES WITH BDS SERVICES

The London Library Consortium (LLC) has renewed its contract with BDS for another three years. The agreement builds on seven successful years of data supply from BDS.

BDS supplies thirteen of the fifteen London Boroughs that comprise the consortium which covers nearly half the capital's boroughs and over 3.6 million residents. The consortium was first established in 2004 by five authorities.

BDS not only provides a data feed to the LLC via its LMS provider, Axiell, which covers its requirements for catalogue records, it also provides access to the comprehensive BDS Trade database. Records are provided for books and audio books, CDs, DVDs and Blu-Ray.

Records for eBooks are provided to the LLC through BDS's partnership with Overdrive, while BDS provides access to cover images for the LLC catalogue in conjunction with Axiell through the BDS image grabber service.

The LLC use BDSLive for stock selection and availability checking, and many foreign language suppliers also work in conjunction with the LLC and BDS for the supply of catalogue records to the consortium.

"We are delighted to continue and to build on our long-standing relationship with the London Libraries Consortium," says Sarah Armitage, Director of Library Sales at BDS. "Residents of north, south, east and west London all share the same in-depth information on books in their libraries' collections and libraries can use the same resources to assist in making the right choices regarding their stock selection."

The catalogue for the London Libraries Consortium can be visited at [www.londonlibraries.gov.uk](http://www.londonlibraries.gov.uk)



*"It was so interesting to hear about the uses of DDC in an international context and know that DDC has an exciting future," commented BDS Bibliographic Cataloguer Suzanne Jardine, while Jane Proudfoot, BDS Bibliographic Cataloguer, said, "I am now able to put the importance of the work that we do at BDS into context on a much wider scale than I had previously considered."*

## BDS AT EDUG 2012 SYMPOSIUM

by Jo Maxwell, Training Manager, BDS

"Classification: Leveraging the Power of Hidden Knowledge" was the title of this year's European Dewey Users Group (EDUG) Symposium which took place on 26th April at the British Library, Boston Spa.

BDS sent five delegates to the symposium which featured a number of presentations on the future of the Dewey Decimal Classification (DDC) in a linked-data environment and DDC innovations that are already in use in a number of European countries. 'Forward thinking' is a key term used frequently at BDS and this was reflected in the views of the speakers who presented the overriding message that linked data is, and will continue to be, the future of metadata, enriching the quality of bibliographic information for institutional, commercial and public use.

Patrice Landry, Chair of EDUG, opened the symposium by discussing EDUG's progress to date and the programme overview. The mix of institutional and affiliate members of EDUG provides a good balance of expertise, which has enabled EDUG's Working Groups to influence DDC 23 developments in areas such as European law, education and archaeology.

The keynote presentation was by Neil Wilson, Head of Metadata Services at the British Library, which highlighted the importance of linked data in today's media-rich environment by discussing the British Library's open metadata strategy.

Wilson stressed that in this new 'linked data environment' there will be new users who will respond positively to new forms of bibliographic provision. There is an opportunity to add new value to bibliographic information by blending together the old and new to create a new generation of data services.

The afternoon session provided a platform for a number of European librarians and representatives to showcase their DDC developments and research.

Elaine Fulton from the Scottish Library and Information Council (SLIC) described the "Portree Project". Her presentation stressed the importance of linked

data and how the harnessing of new technologies is making data more meaningful.

One thousand terms in DDC, translated into Gaelic, are presented along with a QR code on signs in Portree Library on the Isle of Skye. The patron scans the QR code with their smartphone and an app lists all resources available in the Scottish Highlands that are classified using that Dewey number.

"I particularly enjoyed the talk about the Portree Project, which highlighted how Dewey classification has been paired with technology in modern libraries to help the advancement of Gaelic across Scotland."  
Lucy Bryden,  
Bibliographic Cataloguer.

The other speakers were Michael Panzer, Assistant Editor at OCLC, who spoke on the provision of metadata about Dewey editions and Dewey numbers within MARC records, Eva-Lisa Granath, Senior Librarian at Linköping University Library and Ines Castellano-Colmenoro, Assistant Librarian at National Museums Scotland Library, who both discussed their institutions' experience of DDC reclassification.

The mapping of DDC to other classification schemes was the theme of Uma Balakrishnan's paper, while Magdalena Svanberg, National Library of Sweden, provided an insight into the National Library's DDC search software.

"It was a fascinating insight into how Dewey improves the library experience for people around the world," commented Emma Stockwell, Bibliographic Cataloguer at BDS. "The wide range of subjects covered highlighted the value and relevance of our work at BDS."

Attending EDUG 2012 provided an excellent opportunity to network with an international professional audience. The extremely high calibre of the speakers resulted in a dynamic symposium, one in which it became clear that DDC can no longer be seen as a static classification system. Its granularity ensures it will continue to be at the forefront of bibliographic data innovations.



## WEST10 ON TV

BDS's trade arm was at the heart of the discussions on digital music downloads and TV at the recent Music Biz Conference 2012 in LA.

Presented by NARM (National Association of Recording Merchandisers), the conference is the place that industry professionals go to meet with trading partners, network with new companies, and gather knowledge on research trends and new products and services in the music industry.

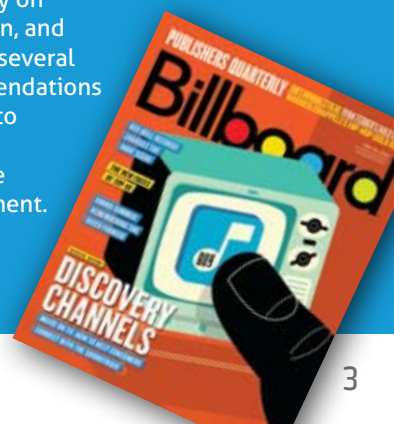
Prominent on the agenda this year was "Music & TV: Enabling Discovery for the Connected Consumer" at which West10's Director of Sales Barry Smith presented a paper.

"Music discovery is now a solitary experience," said Barry Smith of the shift from the 20th century experience of playing music with friends and discussing and purchasing records. His assessment prompted debates about the effectiveness of Spotify, Twitter, Facebook in engaging people with new music.

The consensus in the room was that social media reinforces what you already know, so the sooner TV can be equipped with analytic software services, the better it is for music.

BDS data has an important role to play in this process as companies vie with each other to make the user experience of purchasing music through their TV sets as smooth as possible.

Following the conference digitalmusic.org, Billboard, and TAG Strategic put forward a white paper entitled, "Target TV Music Discovery" that details the opportunities and challenges presented by music discovery on television, and lays out several recommendations for how to improve audience engagement.





## CHINA FOCUS AT BUOYANT BOOK FAIR

Representatives of BDS attended the London International Book Fair that took place between the 16th and 18th April at London's Earl's Court.

The busy event saw the usual fascinating mixture of stands from the big publishing houses and major industry players, stands representing countries and areas focusing on digital developments, authors and translation. Major UK institutions were represented through their publishing arms, including the British Library and Bodleian Libraries.

BDS uses the Book Fair not only as an opportunity to keep abreast of the latest developments in industry technology and culture but also as means to maintain contact with the publishing community in the UK, ensuring that BDS data offers as comprehensive a profile as possible of UK publishing today and that libraries have the most complete set of records available to maintain their catalogues.



An extensive programme of talks, seminars and interviews provided stimulating engagement with the pressing issues of the industry such as self-publishing, digital publishing, translation and the political and social implications that these give rise to.

The Market Focus at this year's Fair was on China, a decision that aroused some controversy but also provided

a fascinating insight into one of the world's rising giants in the fields of authorship and publishing.

Conference Tuesday's Author of the Day, novelist, poet and screenplay writer, Bi Feiyu, expressed his feeling about the issues arising over the focus on China with typical succinctness when he said, during an interview with Rosie Goldsmith:

"It is always good to invite friends to dinner but at times we must invite people we do not know, otherwise how else can we make new friends?"



BDS's associate company, industry news resource BookBrunch, printed a special magazine for the Fair entitled China Market Insight, a bilingual edition carrying articles on all aspects of China's book trade links with the UK.

An exhibition on the history of Chinese printing and publishing gave an account of one of the world's earliest literate cultures, showing examples of texts dating back to before the Christian era, as well as displaying beautiful scrolls. However, technology was very much to the fore in the Chinese display with banks of LED TVs and hi-tech projections to support the many talks given by Chinese academics, photographers, officials and authors.

A gala concert given in the nearby Cadogan Hall on the Monday evening presented by the China Arts and



Entertainment Group featured a programme that was very much east meets west and included classical superstar Lang Lang on the piano and the Royal Philharmonic Concert Orchestra.

However, at the heart of the London International Book Fair is the book trade and the culture of the book, and the growing size of the Digital zone and presence of such world-wide players such as Amazon Direct Publishing, Amazon Create Space, Sony e-books, Kobo, and Nook as well as UK companies such as Matador and Print Point clearly showed the way that book publishing and printing is heading.

Another fascinating seminar was held in the Literary Translation Zone of the Fair where a new initiative jointly organised by Arts Council England and English Pen was launched. A fund for the translation of foreign material into English has been set up with a view to increasing the amount of translated material available in English. Currently only 3% of published material in the UK is from foreign language sources translated into English. Arts Council England representative Antonia Byatt said how it is important that the UK overcomes this insularity from world literatures if we are to understand the changing world around us.

A fascinating author interview was held at the PEN stand where Sarah Hall, author of *The Beautiful Indifference* and *The Electric Michelangelo*, talked to Suzi Feay about her methods for writing novels and the sources of her inspiration and she also looked back on her debut novel, *Haweswater*.

Once again the London International Book Fair provided ideas, information and an opportunity to gauge the state of the UK and the world's book culture.



# BOOKBRUNCH – LOOKING EVEN BETTER

BookBrunch, the online magazine dedicated to all things publishing and bibliophile, has had a face-lift. The redesigned interface, look and logo reflect BookBrunch's growing success as it moves to the centre ground of online information services to the book industry and anyone interested in or working with books.

"Since we set up BookBrunch we have seen an excellent take-up of our service," says Liz Thomson, who co-edits BookBrunch with Nick Clee. "We set out to address the culture of the book, covering industry news and also to carry opinion, information on prizes, rights, people and jobs. Our target audience has always been broad. There is as much to interest libraries as well as booksellers."

The new look website, with a clean, easy-to-access modular design, is the creation of Ehaus. BDS is a shareholder in both BookBrunch and Ehaus, an

investment that reflects BDS's desire to offer the broadest high quality services to its clients.

The makeover follows on from the recent appointments of interim MD Cortina Butler, former head of the Reader's Digest worldwide creative team as Global Editor-in-Chief for Books and Home Entertainment, and CEO Eric Green who is also Business Development Director of BDS.



"Anyone working in book-related services or businesses will find BookBrunch's daily serving of news and views and its in-depth coverage of book industry issues, indispensable" says Eric Green. "I truly believe that BookBrunch is set to become the portal

of choice for anyone interested in the culture and business of the book."

Certainly the Internet truism "content is king" applies to BookBrunch. The opinion pages alone stretch to nearly four hundred entries written by the best-informed and most pertinent commentators on the industry.

The prizes pages will also astonish anyone except the die-hard enthusiast. Children's fiction, debut novels, south Asia literature, the Commonwealth Book Prize, the Pulitzer, Orange, Booker, Orwell prizes, British Sports Book Awards... 1237 entries on site at the time this article was written.

Of course, as is required with such a wealth of information, the site is backed up by a comprehensive search and retrieval facility, also built by web services specialist, Ehaus.

Libraries interested in finding out more about BookBrunch can subscribe to the BookBrunch free daily email by visiting [www.bookbrunch.co.uk](http://www.bookbrunch.co.uk). For information on authority-wide subscriptions: tel: 07961 295580 email: [editor@bookbrunch.co.uk](mailto:editor@bookbrunch.co.uk)

## BDS SUPPORTS BIG LIT DAY

BDS supported two events at the Dumfries and Galloway Arts Festival Big Lit Day which took place on 26th May in Gatehouse of Fleet in South West Scotland.

The day-long series of readings, events, workshops and performances brought together top quality writers and publishers from across the UK, including crime novelist Karen Campbell, BAFTA nominated and Glenfiddich Spirit of Scotland Writer of the Year, Alan Bissett. Alan Riach, Professor of Scottish Literature at Glasgow University, spoke ironically on the "Mortal Memory of Robert Burns", a subject particularly relevant to Dumfries and Galloway where Scotland's national poet spent much of his life and is buried.

The day also featured David Benedictus, author of the only authorised sequel to A A Milne's Pooh stories, and novelist Margaret Elphinstone, who spoke on researching a novel.

The first of the two BDS sponsored events saw Annette Badland, star of BBC's *Dr Who* and hit drama *Cutting It*

perform a dramatized reading of Poet Laureate Carol Ann Duffy's "The World's Wife".

The Poet Laureate's first themed collection, published in 1999, takes characters, stories, histories and myths which focus on men, and presents us with the women that were previously obscured by them. Characters include The Kray Sisters, Mrs Midas, Mrs Lazarus, and Elvis's Twin Sister.

The second sponsored event saw the launch of two new collections of poetry from poets local to Dumfries where BDS is based. "Shed", a collection of poems and memories from life lived in the East End of London in the 60s and 70s by John Hudson shared the stage with "A Thin Slice of Moon" by award winning poet Hugh McMillan. The day of events, organised by



Poets John Hudson (left) and Hugh McMillan (right)

*The Bakehouse*, saw an excellent turn-out beginning at 10.30 am with poetry and coffee at The Mill on the Fleet Visitor Centre and finishing with Ewan McVicar performing songs and stories by the outrageously funny folk singer Hamish Imlach, "a raconteur who taught Billy Connolly, a singer who taught Christy Moore."

"We are hugely grateful to BDS for enabling us to bring three excellent writers and performers to our Big Lit event day," said Chrys Salt, Artistic Director at The Bakehouse. "BDS, we know, is a company committed to quality and its support for this event that forms a cornerstone of the local authority's cultural programme, has proved vital."

"It is always a source of wonder to me what an arts organisation can achieve with a very modest investment," comments Eric Green. "BDS was delighted to assist and help not only create a memorable day but also to promote books and literature to the general public."





*Today we take libraries for granted. They are part of the fabric of society, what make us civilised. But libraries are one of the world's resources that have proven most difficult to build, equally difficult to maintain and, arguably, are the most precious treasures we possess. BDS Life went to visit one of those treasures in the heart of Oxford, the Bodleian Library, one of the world's great collections...*

# THE MEMORY OF MANKIND

The association between Oxford University's principal library and Sir Thomas Bodley (1545-1613) dates back to 1598 when the linguist and fellow of Merton College decided to restore the library to "former glory". The task took four years to complete but Bodley's ambition implies that what became known as the Bodleian Library has a much longer history.

During the Middle Ages, knowledge in Northern Europe lay in Paris. The French capital's university attracted and trained the best minds in England. However, the Plantagenet kings realised that relying on an enemy to train its scholars, lawyers and doctors could leave their hold on power and their dynasty vulnerable to French ambitions. Such a reliance on learning abroad had to be remedied.

Learning, however, required books and so along with the creation of Oxford University there came the collecting of learned manuscripts, treatises, classics and codices. In 1320 a room to house these was funded by Thomas de Cobham, Bishop of Worcester. This was the first Oxford library.

It is difficult to imagine what it would have been like standing in a damp, poorly lit and cold room faced with a large, heavy, unique, hand-written tome scribed in Latin or Greek. But the library was England's path to intellectual sovereignty.

The collection expanded with the gift of 281 priceless manuscripts by Duke Humfrey of Gloucester (1391-1447), younger brother of King Henry V. To house the collection it was decided to build a new library over the Divinity School, itself still under construction. Perhaps prefiguring today's national problems, the library suffered chronic underfunding and was not completed until 1488.

It is fascinating how the history of the library reflects the history of its times,

underlining the central role of the library in the development of culture and civilisation. That the truth can be ascertained through enquiry beyond scripture was an idea enshrined in this new library built independently of the Church. The Duke Humfrey Library was the first on the current Bodleian site.

The invention of the printing press was to open intellectual enquiry to a much wider social spectrum. The zeal and anti-Papist feeling rife in the Reformation led to the destruction of the greater part of the manuscripts and sold the stalls of the Duke Humfrey Library. A contemporary wrote that the quadrangle "was a thick bed of torn books and manuscripts". Today, three books remain of that precious collection, one a translation by Leonardo Aretino of Aristotle with an original dedication to the Duke.

The Elizabethan era is, for many, England's golden age and it was at the end of Elizabeth's reign that what has come to be known as the Bodleian Library opened in 1602. During its four years of reconstruction Shakespeare had written Hamlet and the East India Company was founded by Royal Charter. The world was changing.

Bodley travelled extensively in Europe and brought back many innovations to add to his library. Notable was the introduction of the press as it was called then or what we know today as the shelf. Perhaps even more significantly, Bodley's ambition for his library and his desire to keep it up to date and acquire all the latest material meant that in 1610 the Stationers' Company of London was required to submit to the library a copy of everything registered at Stationers' Hall. The English Legal Deposit system began with the Bodleian.

Bodley extended the library and left one of the most delightful, elegant and inspiring architectural spaces dedicated to learning in the world. It is a map of





the mind and soul of man and the world he inhabits. As English explorers sailed the globe uncovering new continents and territories, seeing hitherto unseen stars in the sky, so the Bodleian Library grew. An inscription above the entrance to the quadrangle reads, "That it might turn out happily Oxonian academics for you and for the republic of learned men Thomas Bodley places this library" – it embodies the confidence, independence and humanity that the library had come to represent.

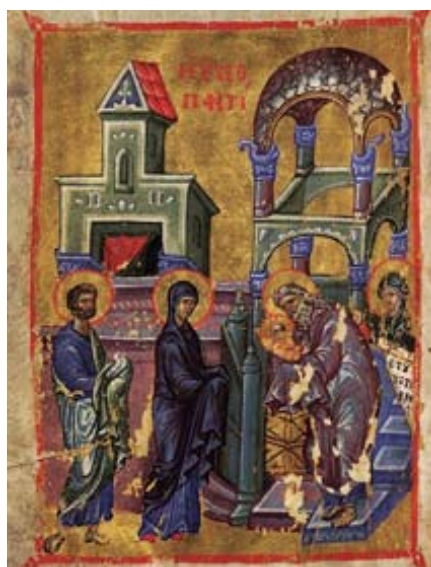


But the Bodleian story doesn't end there. Dr John Radcliffe (1650-1714), the most successful physician of his day, left a large sum of money to build a new library and fund the post of a librarian and the purchase of books. It took until 1749 to realise one of the most iconic buildings in Britain and model for many libraries to come, the Radcliffe Camera, next door to the famous quadrangle.

The domed building was the creation of Scottish architect James Gibbs. It was brought under the control of the Bodleian in 1860. Its circular form raised the eyebrows of librarians who like flat walls on which to shelve books. But it is perhaps the perfection of the circle, its quality of all points as equal

that so often since has brought the dome and the library together. We can count the British Museum Reading Room and the Library of Congress among its notable descendants.

Further additions to the library came with the Clarendon Building, designed by Nicholas Hawksmoor and built in 1712-13 and the New Library designed by Sir Giles Gilbert Scott and built between 1937-40. Reflecting the Bodleian's role as a Legal Deposit library and the huge increase in published material in the latter part of the twentieth century, further buildings were required and storage and administrative extensions were added as far away as Swindon in Wiltshire. Today the Bodleian Library extends far beyond the Old Schools Quadrangle.



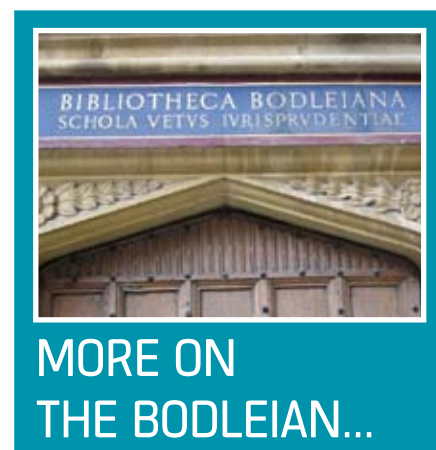
Of course, all libraries experience the tensions that arise between conservation, the respect for established learning, and progress. Women were not allowed to use the library until 1920; books cannot be borrowed– even King Charles I was turned away empty-handed. Yet large parts of the collection are now being digitised, including a quarter of a million manuscripts.

The Bodleian Library still grows. Its acquisitions require two miles of

shelving per year. It serves 22,000 students and 34 colleges. After the British Library it is our largest, holding over 11 million volumes. It houses some of our most treasured books and manuscripts such as The D'Orville Euclid (AD 888) and the Clarke Plato (AD 895), Magna Carta, the Gutenberg Bible and Shakespeare's First Folio. It is a mirror to the history of England, the development of the human mind and learning, and is the memory of mankind.



To learn more about the Bodleian Library, including current exhibitions and tours for visitors go to [www.bodleian.ox.ac.uk](http://www.bodleian.ox.ac.uk).



**MORE ON  
THE BODLEIAN...**

*BDS Life met with the Bodleian Libraries' Head of Resource Description, Alison Felstead, to find out how one of the world's most famous libraries is run today...*



Lesley Whyte (left) with Alison Felstead (right)

## THE BODLEIAN LIBRARIES TODAY

Managing millions of items and ensuring that they are available to researchers working in some of the world's most famous academic institutions must be quite a daunting task. So, as we sat over a cup of coffee in the Bodleian's Clarendon Building which now houses the Directorate and administrative centre for the Libraries, BDS Life began by asking Alison Felstead about the current organisation of the 'Bod' as it is affectionately known locally.

"Since 2010 we have been known as the Bodleian Libraries. Before that we were known, from 2000 when the majority of the university libraries were brought together under a single management structure, as Oxford University Library Services, and we comprise many more libraries than just the grand buildings you see around us."

The Clarendon Building was originally built for Oxford University Press who needed to move out of the Sheldonian Theatre next door. These two famous structures, the former designed by Hawksmoor and the latter by Wren, stand to the north of the main Bodleian buildings and with the Radcliffe Camera to the south form one of the most impressive architectural sites in Britain.

"Today the Bodleian Libraries comprise, along with the main Bodleian Library, the Taylor Institution Library which supports the study of modern European languages and literature, the Sackler Library which specialises in Archaeology, Art History, and Classics, the Social Science Library, which was designed by Sir Norman Foster, the History Faculty Library, the English Faculty Library, the Bodleian Law Library and the Radcliffe Science Library. These are the largest libraries in the group, but there are many others."

The New Bodleian Library which stands to the north of the Clarendon Building on the other side of Broad Street is currently being refurbished and extensively remodelled.

"The New Library, as it was known, across the road, was in need of modernisation. To begin refurbishment we had to barcode and move all of the stock to new storage premises," explains Alison. "Low-use items are now stored in a huge Book Storage Facility with 153 miles of shelving located near Swindon. The project was a great success but, when the work on the New Library is completed and it reopens as the Weston Library in 2015, we plan to bring back some of the special collections material currently held in Swindon."

Storage, especially for Legal Deposit Libraries, such as the Bodleian, is a major problem; another challenge is maintaining the catalogue.

"We make extensive use of BDS CIP records when we are cataloguing our new British stock" says Alison. "If there is a BDS record, the book can go straight to the shelves. This saves a tremendous amount of time, and allows our students and researchers access to the stock within a few days of its arrival."

Most of the libraries in Oxford University share a single bibliographic database (or catalogue) which we call OLIS or Oxford Libraries Information System. This database is made available to our users via the SOLO (Search Oxford Libraries Online) resource discovery interface. In addition to using BDS records for legal deposit items, cataloguers in the Resource Description section based at Osney Mead in west Oxford create records for purchased and foreign material."

However it wasn't always as cohesive. The Bodleian used slips of paper to record acquisitions. These were then typeset and printed by Oxford University Press (OUP), and the printed slips were pasted into Guard Books, great ledgers pre-bound with empty pages ready to be filled with entries. This inevitably involved a delay between acquisition and the dissemination of an item's availability.

"The Bodleian never used a microfiche catalogue but leapt straight into the modern world when it began the process of automating its printed catalogues in the late 1980s. The majority of catalogues have now been retrospectively converted and made available online. The Bodleian Libraries collections are not uniformly classified, but Library of Congress classification began to be introduced in the faculty libraries in 2007 and several libraries are in the process of reclassification to LCC."

Finally, we asked Alison about the Bodleian's role as one of the nation's Legal Deposit Libraries, alongside the British Library, and others based in Cambridge, Edinburgh, Aberystwyth and Dublin.

"We can claim a copy of every book published in the UK but we don't receive everything. UK publishers are obliged to deposit a copy of everything they publish with the British Library, which therefore receives the highest proportion of the UK published output. The claiming for us and the other Legal Deposit Libraries, excluding the BL, is handled by the Agency for the Legal Deposit Libraries, which has been based in premises shared with the National Library of Scotland in Edinburgh since 2009. However, we receive a much broader selection of material than you may think. For example we collect most children's publications as well as all publications that relate to academic subjects. We contribute to the Legal Deposit Libraries Shared Cataloguing Programme, by cataloguing all books with a title beginning with the letter M."

When visiting a library with such an august history, it is all too easy to overlook the way these venerable institutions are addressing the future. Alison Felstead is thinking already about implementing RDA in OLIS, demonstrating that the Bodleian is at the forefront of managing both our literary past and engaging with our literary future.

Alison Felstead will be speaking at the BDS sponsored "Implementing RDA in the UK" – see back page for more details.



BDS web services arm, Ehaus, was recently approached by Richard Beard of the National Academy of Writing (NAW) with a view to refreshing the Academy's online image. The work taught everyone a thing or two about websites and now offers aspiring writers the chance to profit from the results...

## VERBATIM: EHAUS AND NAW

[www.thenationalacademyofwriting.org.uk](http://www.thenationalacademyofwriting.org.uk)

"What an exciting job and what a great opportunity!" thought Matthew Pollock, Managing Director of Ehaus, when he received the request.

The National Academy of Writing was set up to offer writers the same quality of training that is available to actors at RADA and musicians at the Royal College of Music.

The non-profit organisation works with emerging writers who can benefit from masterclasses, seminars on technique and workshops. Writers receive expert feedback on a scheduled, regular basis, while visiting NAW Patrons, such as A L Kennedy, Sara Wheeler, Iain Banks, and David Almond, contribute their knowledge of their craft and the industry.

"Building a website for such a prestigious organisation is not only an honour," says Matthew, "it's also a bit scary. The National Academy of Writing works with some of today's foremost novelists and writers and although we like to think that at Ehaus we have style, talent and

attention to detail, here there is no room for mistakes."

Richard Beard takes up the story. "The National Academy of Writing runs creative writing courses in London, and our web presence needed refreshing to reflect new ventures around the country and the development of our unique masterclass.

### WEBSITES SHOULD COME WITH A SELL-BY DATE

"It quickly became clear that websites should come with a sell-by date - they're perishable goods. Once our former website started looking old it stopped doing the job it was designed for, which was to introduce aspiring writers to the innovative teaching and learning techniques that practising novelists bring to The National Academy.

"The re-modelling of the website by Ehaus now provides a welcoming point of access that reflects the proficiency of



the Academy and the high standards for which we aim.

"As important as the glossier, more professional look of the site is the significant improvement behind the scenes. Editing the Ehaus pages is a much smoother operation, and new features are easy to review in draft form.

"The Ehaus design has also given us the confidence to include video and audio links alongside text and images. We feel equipped for the future, at least until the next sell-by date."

"At Ehaus we like to think that our clients not only get what they want but also the opportunity to expand their horizons regarding the possibilities the Internet can offer," adds Matthew. "Our work with the Academy has left everyone with a smile on their face. Job done!"

**SPECIAL OFFER FOR LIBRARIES.** Take advantage of discounted rates from the National Academy of Writing. See back page.

When Ehaus was chosen to build the new website for Dublin-based retail book giant Eason, Ehaus MD Matthew Pollock wanted to keep ease of use to the fore. With over six million products in the Eason database and 66 stores, keeping it easy is essential...

## WITH EHAUS EVERYONE GETS WHAT THEY WANT

"The Eason site is designed and plans to be one of the first designed to make use of the new BDS aggregated trade feed which, developed in association with Ehaus, is a pioneering step forward in the provision of cultural media data to the trade," says Matthew Pollock.

The website is already serving over one million searches a day. There are over six million products in the Eason database including books, stationery, e-readers and e-books supplied through Overdrive, who also work in close association with BDS, supplying data to UK libraries.

It is also planned to include a special BIC mapping for Irish book titles on the new site.

Ehaus was the web services supplier of choice for the Irish giant due to its experience in working with the book trade in general and because of its

unique, highly flexible website building tools. Ehaus responded to initial talks by implementing a new system of website development and management in less than three months.

"We are used to working to tight deadlines and meeting the requirements of clients overseas and we are experienced in adapting to markets that operate differently to the UK," says Ehaus Managing Director Matthew Pollock. "We made use of our system modules that offer a wide range of resources that could be modified to fit the particular Eason trading environment. We also offered a single data feed with data stored in a consistent and sensible way."

The Ehaus architecture combines with BDS's expertise in data creation to merge data from the book, e-book, music and games industries, although Eason only use book-related data. It is



now possible to forge links across genre and medium with over thirty standard fields covering the data sets as well as enhanced categorisations and relational data codes to aid cross media searches.

"BDS data creation enables search depth and flexibility which reflects the increasing demands of the public," says Matthew.

"The great benefit for me," concludes Matthew, "is that I just have to load a single feed. Such ease of use has to be good for everybody, the builder, the client and the consumer."

Visit the new Eason website built by Ehaus on [www.easons.com](http://www.easons.com).

**Fact:** Ehaus also built the Bodleian Library Publishing online shop. Check it out at [www.bodleianbookshop.co.uk](http://www.bodleianbookshop.co.uk)



*At a time when many local authorities have merged their library services for schools with their public library service, Falkirk, at the centre of Scotland's Central Belt, has done the exact opposite. BDS Life went to find out more...*

## THE START OF AN INSPIRING JOURNEY FALKIRK SCHOOLS' LIBRARY SERVICE



From the outside it looks like another school in Scotland's Central Belt: Victorian architecture built in sandstone, the legacy of a high-minded era and somewhat intimidating; inside, however, you enter an inspiring world of learning, engagement and fun. This is the nerve centre of Falkirk Schools' Library Service and BDS Life is here to meet Susan Campbell, Senior Librarian, Library Support Services for Schools.

We are greeted warmly and taken past rows of coloured boxes, shelves of books and cartons of what look like toys – a felt elephant, board games, a ferocious plastic Tyrannosaurus Rex, a finger puppet or five, a model car, traffic lights, African masks, a hermit crab made of felt – all of them neatly stacked in rooms around the central hall where the staff manage this cornucopia.

Over coffee we start by asking about Falkirk itself.

"The town or the local authority?" asks Susan. "Falkirk town has a growing population of about 35,000 inhabitants but the region extends out to the nearby towns of Grangemouth, Bo'ness, Denny, Larbert and Stenhousemuir and is home to about 150,000 people."

It is a compact region situated in the Forth Valley roughly equidistant between Glasgow and Edinburgh which makes it popular as a commuting area for the two big cities. Falkirk's proud industrial past – its foundries once cast pillar boxes, many of which still grace the streets of the UK today – has given way to retail and tourism but it is a region where people want to live and building continues apace despite the current economic climate.

"Many of our schools are full to capacity," says Susan. "In 2008 we opened a new primary school at Larbert which is already full. Another school is due to open this August. Many of the high schools are also running at maximum uptake. This is a growing region!"

The region is home to 49 primary schools with another currently under construction, eight secondary schools, a special needs school and a further four special educational establishments with two more attached to primary schools, making six Additional Support for Learning (ASFL) units in all.

"The Schools' Library Service supports pupils aged 0-18, as well as offering its collections for professional development to our 1800 plus teaching staff. Basically, what you see around us here can be called upon to assist, for example, school projects, study or inform topical issues. The centre receives regular school visits and we deliver and move books and other material around in the blue and red boxes that are prepared each day and sent out in our vans to every school once a week."

Each school has its own library and the Service helps schools to manage



Susan Campbell (left) with Lesley Whyte (right)





this resource. The stock, in all its manifestations, is catalogued through Softlink's online catalogue, search and retrieval software, Oliver, which provides remote access to BDS's database of MARC records via Z39.50. All the high schools also use Oliver and the hope is to have the primaries integrated too.

"Oliver offers our Service flexibility and comprehensiveness," says Susan. "Students and teachers can undertake research and place orders online which we then send out. It is also through Oliver that we download BDS catalogue records and book jacket images which makes this a much more attractive resource."

BDS images are made available to Softlink customers via remote access, thus avoiding the need to download or store images locally. It has been shown that book cover images as part of the library catalogue increase the chances of students finding what they need, reducing frustration and enhancing the search experience while increasing lending figures.

Falkirk has a long and proud association with the publishing industry. Johnston Press, the second-largest regional publisher in the United Kingdom, was established in the town in 1846. Combine this with the Scottish love and respect for learning, and it is little wonder that Falkirk takes books and study from an early age very seriously.

"We address the whole reading process," comments Susan. "For example our Family Centres assist new parents with the skills required for story-telling and reading to their children. We also run workshops for

teachers about story-telling, including oral story-telling. We run Bookbug, a Scottish Book Trust scheme similar to Bookstart, from here. This service provides book bags and is aimed at children of three age groups from six to sixteen weeks up to three years. We organise author events in schools over the internet and we have our Red Book Awards."



The Red Book Awards are aimed at getting children involved in reading by creating a competition in which young readers decide and give prizes to their favourite books. Red stands for "Read, Enjoy, Debate". Young people get the chance to air their opinions and also to meet some of the authors of the books they have been reading. The awards ceremony, as befits the title of the initiative, is conducted in the colour red.

### INSPIRING COMMITMENT OF STAFF

"It's about developing the culture of reading, the culture of the book and a culture of openness and enquiry," says Susan.

Which brings us neatly onto the Tyrannosaurus Rex and the other "toys".

"Learning and study are a broad process. Just as the book jacket images from BDS help engage students with books, so our huge and varied resource of learning and study aids includes objects that enable a student to engage with a subject through diverse channels. Toys and real world objects are a great way to engage with a subject."



We notice a "Chinese New Year Resource Box", a "Weddings Resource Box", a "Box of Caribbean Food", the "Magnet Box", "Jungle Animals" boxes, a "Pets Resource Box", even a shelf of boots in boxes.

"The work boots are for students wishing to experience working on building sites, explains Susan. "We distribute these resources along with the books."

Falkirk Library Service is certainly an amazing resource and one that students will benefit from in years to come. We won't know of those benefits until the children of Falkirk schools today take exams, grow up and have families of their own but it is encouraging that faith in the skill and art of reading and learning is alive and well in central Scotland.

# BDS SPONSORS RDA BRIEFING



BDS is sponsoring "Implementing RDA in the UK: strategies and lessons learned", a day-long series of presentations and discussions to be held on Thursday 28 June 2012, at CILIP headquarters in Ridgmount Street, London.

The event will have a British focus, offering an insight into the implications of the US tests and how the UK is preparing for RDA. BDS will have an important role in these preparations as part of its recently successful bid to retain administration of the British Library Cataloguing in Publication Programme was to lead the process of introducing new international cataloguing standards.

Since the launch of RDA in June 2010, library managers and cataloguing team leaders have been watching the news for information on implementation of the new standard. In June 2011, the US National Test Committee reported on its trials across major American libraries.

This year's briefing builds on the British Library's announcement that they will be releasing RDA records from 1 June 2012, with detailed presentations from the professionals who are leading the training and implementation of the new standard within the British Library.

The speakers are Dr Shirley Cousins, Copac Service Coordinator, Mimas; Alan Danskin, Metadata Standards Manager, The British Library; Alison Felstead, Head of Resource Description, Bodleian Libraries, who features in the Bodleian article in this issue of BDS Life; Emma Rogoz, Process Training and Documentation Coordinator, The British Library, and Anne Welsh, Chair

and Lecturer, Department of Information Studies, University College London.

The briefing will provide an overview of the current state of play of RDA in the UK, and provide an opportunity for attendees to put their own questions to those who have been working with the code at both practical and strategic levels.

"Given BDS's role in the implementation of the new RDA standard, it seems highly appropriate that we support this important briefing to the library community," says Lesley Whyte. "BDS representatives will be present and we are looking forward to a stimulating and informative day."

The sponsorship is in line with BDS's philosophy of keeping the very latest developments in bibliographic science and cataloguing available to libraries and runs hand in hand with its ongoing research at international conferences, book fairs and seminars.

Places at this event are limited and sold on a strictly first-come, first-served basis. For more information go to [www.cilip.org.uk/rda2012/Pages/default.asp](http://www.cilip.org.uk/rda2012/Pages/default.asp).

## SPECIAL OFFER FOR LIBRARIES

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The National Academy of Writing is offering a discounted rate for BDS Life readers. Any aspiring writer working in a library or associated with a writers' group linked to a library and interested in following one of our courses, and who quotes this BDS Life article, can claim a 5% discount.

Contact details are available at:  
[www.thenationalacademyofwriting.org.uk](http://www.thenationalacademyofwriting.org.uk)



## CONTACT US

**Bibliographic Data Services Ltd**  
Annandale House  
The Crichton  
Bankend Road  
Dumfries DG1 4TA

[www.bibliographicdata.com](http://www.bibliographicdata.com)  
[www.bdslive.co.uk](http://www.bdslive.co.uk)  
01387 702251  
[info@bibdsl.co.uk](mailto:info@bibdsl.co.uk)

## BDS LIFE

**Editor:** Lesley Whyte  
**Writer:** John Hudson  
[www.johnhudson.info](http://www.johnhudson.info)  
**Design:** weesleekit ltd  
[www.weesleekit.co.uk](http://www.weesleekit.co.uk)