



# THE **POWER** OF CHANGE

NEW MODELS FOR  
SUCCESSFUL COOPERATION



**OCLC**<sup>®</sup>

The world's libraries.  
Connected.™

# Change is inevitable.

Some things should never change.

Does that have to be a contradiction?



For more than

# 150 years

UK libraries have been places of discovery, transformation and community.

Now, as public spending cuts bite, local authorities are being forced to reconcile their legal obligation to provide a comprehensive and efficient public library service with significantly diminished funds.

# In this new world, we'll need to make changes.



There is no doubt that Chief Librarians and Councillors across the country will need to embrace new ways of working. The focus on shared services and collaboration to raise the profile of public libraries in the midst of declining budgets has never been more important. The need to employ technology in new ways to increase visibility and usage is key.



OCLC members have been working together to lower costs and improve access to information since 1971. Cooperative library services are less expensive, easier to use and give you more time to focus on your users and community. Today, global and national initiatives from OCLC are delivering greater savings through shared data, workflow and applications.

# Where change meets tradition



OCLC has worked with public libraries for years to meet these challenges with services like UnityUK and Enquire and now with new initiatives like the development of the UK's first online public library catalogue.

## Connecting knowledge across the UK

Very soon, users will be able to conduct a simple Web search of holdings from almost all of the UK's public libraries. Due for launch in late 2011, the initiative seeks to make public library holdings far more discoverable and accessible online, improving awareness and driving significantly increased traffic back to local libraries.

Search in UK Libraries

The Internet is now the primary destination for information seekers. To stay relevant, libraries need to compete in this space with huge data aggregators. OCLC's strategy has always been to leverage the benefits and efficiencies of scale brought about through cooperation and the aggregation of library data. The national catalogue is the latest way OCLC are using this approach to allow you to make personal, meaningful connections with more users in new ways.

*“We have long held the ambition to create a national union catalogue and we are delighted that we are going to achieve this in partnership with OCLC. It is one of the biggest developments for public libraries since the People's Network: it's the Big Idea that public libraries need to demonstrate their combined value, their relevance and accessibility at a time when resource sharing is more important than ever.”*

 **Rob Froud**, Chair, The Combined Regions

OCLC have developed the national catalogue in partnership with The Combined Regions (TCR), initially based on holdings indexed in WorldCat, the world's largest database of bibliographic information, the catalogue provides a view of holdings contributed by the 149 local authorities that currently subscribe to UnityUK.

As the UK's only nationwide network for resource sharing, UnityUK is another example of how OCLC helps libraries realise the benefits of collaborative working. Currently 80% of public libraries participate in this national inter-library loan service, providing access to more than 50 million holdings at over 400 locations.

**80%** of public libraries participate in Unity UK



Unity UK provides access to  
**50** million holdings at over  
**400** locations



The catalogue demonstrates the combined value of public libraries by making this data discoverable on the open Web. Strategic partnerships with key sites such as Google, Facebook and Yahoo! help promote materials in places outside the traditional library environment, helping users find materials as part of their daily Internet experience – increasing usage via direct links to the individual catalogues of the participating libraries.

*“It’s UnityUK’s capability to streamline and speed up the requesting process that makes the job easier for staff and improves the service we offer to our library users.”*

 Jennifer Cox, London Borough of Bromley

As more and more libraries, organisations, national collections and publishers contribute to WorldCat, related services from OCLC like the national catalogue benefit - becoming “destinations” for library information on the Web. Providing the public with not only a compelling experience for library discovery, but also a gateway to a wealth of information including lists, reviews cover art and initiatives from other like minded organisations such as the Reading Agency and the Enquire online digital reference service.

## Personal assistance, nationwide

Enquire is an example of libraries working together to help users at their point of need. Initially one of three People’s Network services commissioned by the Museums, Libraries and Archives Council (MLA), Enquire is a virtual reference service that delivers live assistance to information seekers via Internet chat. Run by libraries in partnership with OCLC, the service gives public library users access to a cooperative network of librarians who answer questions 24 hours a day, 7 days a week.



Monday Tuesday  
Wednesday Thursday  
Friday Saturday  
Sunday

Libraries the length and breadth of Britain are participating, and are also providing information for the Yahoo! Answers service.

*“Enquire is an excellent way for libraries to offer support and assistance to people who are having trouble sifting through the avalanche of information available on the Web.”*

 *Kevin Crompton, Chief Executive, Luton Borough Council*

With national and local government agendas emphasising community engagement, joint service delivery through a nationally commissioned initiative such as Enquire can assist you in reaching all members of your community, including those unable to visit a library.

From discovery and reference services to cataloguing and interlibrary loan, your library accomplishes more by working with others. By sharing resources and data, you save money and build cooperative solutions that improve productivity and streamline operations. These efforts enrich and sustain the flow of knowledge to diverse information seekers in a networked world.

## What does the future look like to you?



Today OCLC works closely with hundreds of public libraries. Our goal is to strengthen your ability to deliver information, while enhancing your place as the centre of community learning. We can always do more, improving on strong achievements to date, if we can engage directly with libraries and their representative bodies to better understand forthcoming challenges. OCLC has a governance structure that consists of libraries as members—they tell us what the needs of the library community are and we respond.

We want to ensure that as a truly representative organisation, UK public libraries have a voice. Any library that today works with OCLC on any of the aforementioned services is entitled to membership in OCLC and we would welcome the opportunity to engage directly with you to discuss further what membership can mean for your library.

Get in touch today by contacting [uk@oclc.org](mailto:uk@oclc.org) to find out more about the value of being a member of OCLC, and how you can get involved.

# OCCL has a variety of products and services to help your public library keep up with the changes in our digital age.



**UnityUK:** Leading-edge functionality for union catalogue management, cross-database searching, holdings and item location, interlibrary loans and resource sharing.

**Enquire:** A collaborative, real-time, 24/7 digital reference service provided collaboratively by UK librarians. An integrated approach to information delivery, encouraging digital citizenship.

**WorldCat®:** The premier database of library content. WorldCat holds 200 million bibliographic records that represent more than one billion items owned by member libraries. It encompasses 470 languages and all formats, including rapidly growing numbers of electronic resources and digital objects.

**Dewey® Services:** Dewey Decimal Classification® system in print and Web editions.

**WorldCat.org:** A platform for broad, Web-scale discovery and delivery of library resources.

**WorldCat Local:** A localised version of the WorldCat.org platform.



For more information, please contact:

**OCCL United Kingdom & Ireland**  
8th Floor, West Wing, 54 Hagley Road,  
Birmingham, B16 8PE, United Kingdom

**uk@occl.org**  
**+44-(0)121-456-46-56**



The world's libraries.  
Connected.™