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Welcome to Issue 4 of "Evidence"

If you would like to make a suggestion for our Guest Column for upcoming issues, please feel free to get in touch.

Our smartsm Efficiency Calculator has proved extremely popular. For those of you who want to see exactly what EBSM and smartsm can do within your Library Service - you can find the [SMARTSM EFFICIENCY CALCULATOR HERE >>](#)

Preparations are now well underway for the PLA Conference in Liverpool in a few weeks time. We look forward to meeting you all there.



customer news

It's been another hectic month for us. I can't remember the last quiet one !

Latest customer

This month we are delighted to welcome **North Lanarkshire** to our growing list of customers.

Jim Lindsay and his team will be our first smartsm customers who are using the Vubis Library Management System from Infor - so another first for us.

Partnership announcement.

Bridgeall Libraries Partners with BDS to promote smartsm.

Bridgeall Libraries has signed a Partnership Agreement with Bibliographic Data Services (BDS) to promote smartsm as part of its ongoing enhancement of its services to libraries.

Bridgeall Libraries' smartsm enables libraries to make informed decisions about stock through its evidence based stock management (EBSM) methodology, a proven framework, developed within an active library environment, that takes guesswork out of stock management thus improving efficiency and cost-effectiveness.

The quality and consistency of BDS data will ensure meaningful results when using smartsm and greatly enhance the usefulness and effectiveness of this already valuable solution. Smartsm's Stock Maintenance Tools support the updating of any library catalogue, a service offered by BDS, enabling the clearing of dead and poor quality stock and then converting the data.

"We are delighted to have reached agreement with Bridgeall to promote EBSM to our customers," says Eric Green, Business Development Director at BDS. "The smartsm application provides excellent tools to allow librarians to monitor stock usage and improve the stock performance and BDS endorses it whole-heartedly."

Ian Downie, Commercial Manager at Bridgeall Libraries said "For us, BDS are a natural Partner. Their solutions have a very good strategic fit with our smartsm application and the synergy between the companies is superb. They share our vision, conduct business with integrity at its core and share our goals of creating innovative, powerful and useful solutions for the library marketplace."

BDS plans to work with Bridgeall Libraries and other leading providers of services to libraries to incorporate sales measurement and lending information into the next generation of products. This will provide libraries with an unrivalled tool to aid acquisition and stock management.

"BDS has always maintained that quality data is fundamental to managing library stock effectively," comments Lesley Whyte, Managing Director at BDS. "We believe that our partnership with Bridgeall Libraries brings considerable benefits to our customers, offering new and effective ways to ensure that libraries get the best value out of existing stock, and assist in the process of buying new stock".

EBSM Training dates announced.

We have now finalised the dates for EBSM training courses over the next 6 months and these are available on our website along with agendas. You can view these [HERE](#).

Recent Events

On 10th September, we exhibited at the CILIP Library Management Showcase event in Manchester. This proved to be a productive day for us and we met representatives from a number of North-West based public libraries who seemed very impressed with the latest version of smartsm.

On 17th September, Ian Downie, our Commercial Manager, spoke at the CILIPS RFID event in Glasgow. Given the work we are doing with a number of the RFID vendors, including 3M and 2CQR, this event gave us an opportunity to explore the synergies between smartsm, EBSM, stock performance improvement and RFID stock management tools.

New smartsm Case Study released

We have just released a case study on the work that John Lane and his team down in **Poole Libraries** have been undertaking using smartsm.

This **Case Study**, which makes interesting reading, is available on our website and can be downloaded from [HERE](#)



product news

In last month's issue of evidence, we mentioned that Bridgeall Libraries had been awarded a SMART:Scotland award. One of the areas that the award will support is the exploration of how aggregated data across UK public libraries could be used to the benefit of the library community, and more importantly library customers.

smartsm's unique delivery model means that data from all of our customers can be physically stored together - importantly using the same data formats regardless of the LMS used by our customers. Using the latest database and hardware solutions, we are able to harness today's technologies to bring our customers data together at lightning fast speeds - irrespective of the number of customers that are on board for the ride!

This opens up some very exciting opportunities for the UK library sector. For example, our customers could have access to information on what is actually being read in libraries across the UK - information on any subject matter, for any collection presented geographically from the single library through to the authority, region, consortium or country.

For consortia procurement, the opportunities for obtaining best value discounts from book suppliers are obvious, by aggregating up the local demand from individual libraries within authorities and presenting the data to suppliers in a single unified view - effectively enabling bulk buying whilst retaining the crucial local demand requirement.

However for the purposes of our SMART: Scotland award, we are concentrating our efforts on understanding how smartsm could offer library services across the UK the opportunity to swap unused stock amongst one another to refresh their collections before resorting to costly stock purchase.

As current customers of smartsm will know, the application currently advises on 'intelligent' inter-branch swapping - not just 'blind' rotation but swapping based upon the demand across a service. This is based on 2 key principles:

- 1- that there should be a good selection of works by favourite authors or on popular subjects on shelves at all times and
- 2- that large quantities of unused and unwanted non-fiction stock in any subject area is counter productive to user satisfaction and convenience.

Whilst this is a major advance for many library services, the opportunity to go a stage further and swap unwanted overstocked material for stock that actually meets customer demand from another library service could be akin to the Holy Grail - especially when the other library service is receiving what they need at the reciprocal end of the process.

We have therefore been reviewing our current inter-branch swapping toolset to support its future extension into inter-authority swapping - our current customers will see a number of improvements to the current swapping tools as a result in the next release (due in a few weeks time). In the meantime we are continuing our exploration of the many inter-authority swap opportunities, and would be delighted to hear from you on

how useful this might be, and how it could best be delivered for you.



EBSM hints and tips

VISIT WWW.EBSM.COM and discover the new website.

For the first time, the EBSM methodology has its own website where you can explore in depth the workings behind the methodology. It goes into great detail to explain the EBSM "approach" to stock performance excellence and covers the "phases" of EBSM, the various toolsets and the reasoning behind many of the KPIs recommended by the methodology.

Many years went into the creation of the methodology and now, for the first time ever, it has been published on the internet. We hope you find it useful and are sure it will provoke a great deal of conversation within the library world. We look forward to hearing your feedback.

Swapping material to save money - by George Kerr

SmartsM provides a whole series of tools which help identify **intelligent** stock movement i.e. the movement of stock from locations where demand is very low, to other locations where demand is outstripping supply.

Because this is cost effective re-location as opposed to mass rotation which often moves stock un-necessarily and inappropriately, I normally recommend that smartsM clients abandon most mass stock movement rota and use only smartsM recommended movement. That is not to say that smartsM can not co-exist with mass rotation – the software takes rotation into account in the various assessment tools – so mass (dumb) rotation does not skew smartsM's assessments and action plans, but merely adds to the librarian's workload.

However, I would make one **BIG** exception to this proposal to abandon mass movement.

There is one particular way in which you can ensure more value for your pound spent and that is by using the stock rotation utility within your LMS to arrange for swapping of 'formula fiction' (mainly light fiction – Romances, Crime SF etc – the sort of material which is normally supplied on standing order) .

In my previous library authority as part of our ongoing commitment to providing value-for-money, we constantly looked at ways of making better use of bookstocks and avoiding purchasing books which did not achieve maximum possible appropriate use. In the mid 1990's my two Area Managers were becoming increasingly concerned about under use of Romances and this awareness arose from the fact that we were now using an increasing range of EBSM monitoring processes.

Many were being returned to HQ as "Dead" after as few as 20 issues. At that time we were purchasing them on standing order - the order was one copy of every title published for each branch library. The total cost of this commitment was around GBP 11,000 per annum for a use of approximately 150,000 issues; this was a very poor cost per issue ratio.

There is a strong demand by a vocal, but limited, clientele for these books; we did not therefore want to cut back on overall provision, but had to find a way of using more effectively what we did purchase.

Purchasing less and swapping between branches is the obvious answer, and now that we had a LMS with a mechanism which facilitated mass changes in stock ownership between libraries, the notion of a mass recycling mechanism was explored and a detailed operation gradually developed. It works as follows:

We had 12 full time libraries and each was paired with a branch of similar size, so e.g. Library A was paired with Library B. Each branch had 12 rotation groups set up on the system, one for each month of the year, and the rotations were simple having one movement only e.g. from A to B.

The next step was to cut our standing order for romances by 50 percent and this was done in April 1994. In that month half the paired branches received a complete set of all the new romance titles; the other six branches received none. All were allocated to the branches and given a rotation group membership. During May, the other six branches received the May new titles with the first branches receiving none.

So for example Library A received 40 romances in April, June, August, and so on. Library B received the same number in May, July, September, and so on. Six months after purchase, that is at the end of September for April purchases, all the stock in Library A's April group had their ownership changed to that of its twin, Library B. At the end of October, similarly, Library B's May group had its agency changed to Library A. All the



other pairs of branches had similar ownership changes made in the same way.

The end product is that all new romances spend six months each in two different branch libraries. The benefits are obvious:

- Cost was cut by 50 percent - a saving of around GBP 5500 per annum on Romances alone
- All items purchased are issued approximately twice as often; in the case of our romances they were now receiving enough issues to wear out which was our overall ambition for all stock purchases of course.
- Once set up the system is easy to run. Because the LMS rotation utility worked so efficiently, 99 percent of all the items concerned did get swapped, and of course it was very easy to use.
- Most significant of all was the fact that no complaints were received at all. Borrowers in general had not even been aware that 50 percent of 'their' romances had already been in use in another library.

The project worked so well that very shortly afterwards we moved lots of other standing order material into their own swap pairing arrangements with equally gratifying money saving benefits.



guest column

Amazing Facts about the World of Public Libraries - by Godfrey Oswald

Library World Records is a fascinating book of almost 400 library and books superlatives that are often hard to track down in conventional sources. The book deals with factual information about libraries and the three important things we normally find in them: books, periodicals and reference databases.

Hence if you were looking for information on the first books written in English, French, Thai, Japanese, Spanish, Africa and Turkish; the names of the 100 oldest libraries in the world or the list of the largest legal databases available today, the book should be your number one source. First published in 2004, the second edition of the book is soon to be published this winter 2008. Since its publication Library World Records has established itself as an international indispensable reference work on fascinating superlatives covering libraries and books around the world, not just for librarians, researchers and students, but practically anyone who loves reading books or visiting libraries.

As with the first edition, the new edition of Library World Records is complimented with photographs of books, libraries and famous librarians, etc from around the world. The author, Godfrey Oswald, a British librarian, has worked as cataloguer, database searcher and library website manager for over 10 years. In 1995 he developed The Info Connect Library and Information Science Directory, a free Internet directory for information scientists, and librarians, (www.lwww.info). Library World Records is thus a natural additional excellent library reference source with the online directory.

Facts in the book make fascinating reading, to summarise a few ones:

- the G8 country with the smallest number of public libraries per capita is Japan;
- the first library to make use of microfilm was the National Library of France;
- the oldest continuously trading bookstore world is at the Vatican;
- the annual budget of the library at the U.S. National Security Agency library at Fort is over \$900 million, the largest in the world;
- in 1986 the Grolier Electronic Encyclopedia was the first major reference book to be released on CDROM;
- copyright as we know it today had its origins in the arrangement called the Privilegium started in Venice, Italy with the first one given in 1469, the first recorded patent was also granted in Italy in 1421;
- the oldest and continuously scholarly journal is Philosophical Transactions first published in 1665;
- a book from Sidney Sussex College, Cambridge University in the U.K., borrowed in 1667 was not returned until 1956;
- the biggest modern book-burning ritual ceremony in Europe occurred outside Berlin's Humboldt University in May 1933;
- St Benedict, Hector Berlioz, Jorge Luis Borges, Immanuel Kant, Charlemagne, Laura Bush, Stephen King and Golda Meir are all former librarians;
- Los Angeles and New York are the two cities in the world with the largest combined collection of public library books and the largest annual budgets;
- Russia has a total of over 64,500 public libraries making it the country with the largest number of libraries in the world;
- the ancient Sumerians not the ancient Egyptians, were the first to set up a library,
- there is a proven link between the 50 largest university libraries in each continent and the 50 best universities in each continent.

Library World Records is made up of 9 major sections titled: World Records for National Libraries; World Records for Public and Subscription Libraries; World Records for

University and Academic Libraries; World Records for Speciality Libraries and Archives; Miscellaneous World Records for Libraries; World Records for Books, Periodicals and Bookstores; World Records for Library Buildings; World Records for Library Catalogs, Databases and Technology; World Records for Library and Information Science Organizations; in this way it caters for all possible categories of factual superlatives about libraries, books and reference databases. No major superlative is left untouched by the book!

Many of the facts are accompanied near the end of each entry by cautionary or explanatory notes that contain additional interesting information. This adds extra spice to the book, making it appealing to read from start to finish. Be warned though the book is too large to read thoroughly in a day.

Finally complimenting the book is a very detailed 22-page index. It was written in a way to make navigation of the book easier. For instance if you wanted to know the names of the largest or oldest libraries in France, Brazil, South Africa, the Caribbean Islands, Japan, Mexico etc, just looked under the appropriate alphabet. Likewise to find information on the oldest books, largest books, smallest books, most expensive books, either look under "books" or under "oldest", "smallest", "largest" and "expensive".

Library World Records has surprising facts for everyone. It would make a good present for a librarian or bookworm. Both editions were published by the well-known American publisher McFarland. To order the book please visit the publishers website at: <http://www.mcfarlandpub.com/book-2.php?id=978-0-7864-3852-5>

Library World Records (1st and 2nd editions) can also be ordered from the major online bookshops around the world, such as Amazon.com. A full list of these online bookstores is given at <http://www.lwrw.info/order.htm>

BOOK SPECS:

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About the author : Godfrey Oswald, BSc. MSc is a British librarian, who has worked as book cataloguer, database searcher and library website manager in the U.K. and Switzerland for over 15 years. In 1995 he developed and still manages The Info Connect Library and Information Science Directory, "a free Internet directory for information scientists, librarians, academic researchers, etc., as well as university library school students" Library World Records book seems a natural extension of the online directory.



events

Upcoming events

We have a busy schedule of events coming up throughout the UK. Come and meet the team at any of the following events:-

October 2008

- **8 -10th** PLA Annual Conference 2008, Crown Plaza Hotel, Liverpool
- **15th** Evidence Based Marketing seminar, Poole Council Libraries, Poole
- **28th** NAG Stock Management Seminar, Bristol

November 2008

- **5 - 7th** INFOR Library User Group, Cardiff
- **7th** CILIP LMS Showcase, CILIP, London
- **12th** Evidence Based Marketing seminar, Talis, Birmingham
- **13th** CILIP RFID Seminar, QEII Centre, London

If you are interested in attending any of these events please click on the relevant link for more information on how to register

EBSM Training

October

- 15th An Introduction to EBSM

- 22nd-23rd EBSM Masterclass
- 29th EBSM Extensions - A Practical Guide

November

- 12th An Introduction to EBSM
- 19th-20th EBSM Masterclass
- 26th EBSM Extensions - A Practical Guide

December

- 3rd An Introduction to EBSM
- 10th-11th EBSM Masterclass
- 17th EBSM Extensions - A Practical Guide

January 2009

- 14th An Introduction to EBSM
- 21st-22nd EBSM Masterclass
- 28th EBSM Extensions - A Practical Guide

February

- 11th An Introduction to EBSM
- 18th-19th EBSM Masterclass
- 25th EBSM Extensions - A Practical Guide

March

- 11th An Introduction to EBSM
- 18th-19th EBSM Masterclass
- 25th EBSM Extensions - A Practical Guide

For more information on
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