

Connecting business ideas with the tools that make them a reality

Our new Business & IP Centre helps people build their business from concept to commercialisation. The Centre has all the publications, databases, expertise and networking opportunities that budding entrepreneurs need.

'A jewel in the crown of enterprise in this country'

Sir Digby Jones, opening the Business & IP Centre, March 2006



The most up-to-date literature on patents and IP protection»

Specialist staff and workshops to help people deal with copyright, trademarks and registered designs.

50m patents from **40** countries.

1 DEVELOP THE IDEA

Information»

The Centre has publications and online information about every aspect of innovation, with information clinics to help people with ideas find out how to develop them.

Inspiration»

Our role model events and *Ask an Expert* sessions create self-belief and empower the business novice.



2 PROTECT THE IDEA



Users of the Business & IP Centre have free access to 40 high-value databases – saving them over £500,000 in subscriptions. Entrepreneurs can research the market, attend a business planning workshop then find out how to get the finance to back their business.

Connecting enterprise and ideas



Stephen Anderson, Business Adviser, CENTA Business Services, finds the service effective and professional, and encourages his clients to use it.



Souad Larusi, of Larusi Tribal Rugs, has gained valuable insights at the Centre's workshops.



3 BUILD THE BUSINESS

4 BUSINESS SUCCESS

'To be a successful entrepreneur you need to be a pathological optimist and believe you can change things. But you've got to know what you need to do, and how to do it. The Centre can help you find out, and that can have such a powerful effect.'

Dame Anita Roddick, founder of The Body Shop, who is taking part in our Ask an Expert one-to-one advice sessions.

Connecting enterprise and ideas

Creative minds have always found inspiration for new ideas in the British Library. But how to turn ideas into reality? Our *Beautiful Minds* exhibition examined the genius of great Nobel Prizewinners and the conditions in which their ideas flourished, while our new Business & IP Centre creates value by helping people turn their inspiration into enterprise.



WE ARE WORKING WITH TECHNOLOGY PARTNERS TO BROADEN OUR REACH AND MAKE OUR PROGRAMMES MORE ACCESSIBLE THROUGH FREE PODCASTS AND WEBCASTS.



OUR INSPIRING ENTREPRENEURS ROLE MODEL EVENTS ARE SO POPULAR THAT THEY ALWAYS SELL OUT.

Beautiful Minds

Our major winter exhibition celebrated the science of Francis Crick and James Watson (DNA), Alexander Fleming (penicillin), and Wilhelm Roentgen (X-rays), the literature of Samuel Beckett and the peace programme of Nelson Mandela, among others. The lives of thirty Nobel laureates were explored and their creative environments – including Cambridge, Paris, Vienna, Chicago and Tokyo – portrayed. The exhibition used contemporary sources, personal objects and interactive displays to show how these centres attracted talent and enabled creative collaboration, but were also arenas of competition and rivalry.

Alongside the exhibition we ran *Creative Insights*, a hugely popular series of talks and debates in which leading figures addressed creativity in their sphere. Speakers included Baroness Susan Greenfield on the search for the creative mind, Lord Puttnam on the creative producer, Professor Lisa Jardine on the creative scientist and the Rt Hon Tony Benn MP on the creative statesman.

The series was sponsored by the Arts and Humanities Research Council (AHRC). The Council's Chief Executive, Professor Philip Esler, said that 'the events gave scientists, the creative industries and entrepreneurs excellent opportunities to hear some of the UK's leading creative talent offer guidance on how best to harness creativity in the service of research, business and public welfare goals'.

While Britain's population is only 1 per cent of the world's, we account for 15 per cent of the creative industries' global GDP, as Sir Digby Jones pointed out at the launch of the Business & IP Centre. The AHRC and the Library play important roles in the transfer of knowledge and inspiration into creative enterprise, and recognise the great advantage of increasing our collaboration in this area.



Oliver King, Director of the service design agency Engine»
One of the speakers in our *Creative Insights* series

British Library's help for business

The British Library this week opened a new intellectual property and business information centre within its London headquarters, offering free access to news and patent protection databases.

Users get free access to 40 previously paid-for news databases as well as the UK's most comprehensive collection of business and intellectual property information.

The Business and IP Centre, which hopes to become a networking base for entrepreneurs, will also run advice clinics and seminars on issues such as intellectual property and trademark protection.

Users will need a reader's pass, which involves a 20-minute registration process. More information can be found at the British Library website on www.bl.uk/bipc.

British Library opens new chapter for entrepreneurs



A treasure chest of information



Dame Anita Roddick is to hold a series of free one-to-one advice clinics at the British Library's newly opened Business and Intellectual Property Centre. Aspiring entrepreneurs and small business owners can book a private audience with the founder of The Body Shop - which yesterday accepted a £100m takeover offer from L'Oréal, the French cosmetics group - during one of her half-day sessions at the national library, the first of which will be held on April 25. The service is part of a wider programme of workshops being planned at the Business and IP Centre, which was opened earlier this month as a free source of research and information to help people run companies. Further details about booking a session with Dame Anita can be found at www.bl.uk/bipc.

Press attention

The Business & IP Centre has achieved unprecedented coverage for the Library in the UK business press. Three articles devoted to the Centre appeared in the *Financial Times* in 2005/06.

One article - which described the Library as 'a treasure chest of information' - featured bespoke tailor Imtaz Khaliq who has used the Centre for inspiration and market research. The groundbreaking one-to-one advice sessions run in the Centre by The Body Shop founder Dame Anita

Roddick were also covered, resulting in overwhelming demand. The March launch of the Centre resulted in another piece in the FT - and in many other media.

The Centre was covered in 130 articles, achieving a potential readership of some 50 million. The equivalent advertising spend for that level of visibility is around £870,000. This underlines how successful the Library has been at leveraging its resources, in order to raise awareness of the Centre amongst entrepreneurs and SMEs, and attract new users.

The extensive coverage has helped spread the word about the Library's contemporary relevance. It certainly helps to deliver the vision that we are here to help everyone who wants to do research.

Press coverage with a potential readership of 50 million

Partnerships

From the outset, the Business & IP Centre has been a collaborative project. Our partnerships with highly respected enterprise support organisations have complemented our own services. For example, the Patent Office, ideas21 and Business Plan Services have worked alongside our information experts to deliver a stimulating events programme. OneLondon and the Dynamic Asian Women's Network have helped us broaden the diversity of our user base, while the Camden Business Forum and Centa have introduced us to local businesses and opened up our incomparable resources to new audiences.



Delivery partners»

Together we extend the services on offer and reach new users

Exceeding our targets

Over 25,000 users have benefited from the Business & IP Centre since it opened as a pilot in May 2004 and in 2005/06 we issued over 6,000 new Reader Passes for business. In the same year our information experts and our accredited partners delivered almost 1,000 business advice sessions on a wide range of topics.

We exceeded all but one of our London Development Agency targets for participants in these workshops and events.

Women

45% on a target of 15%

Black and minority ethnic groups

32% on a target of 29%

People with disabilities

4% on a target of 5%.



Developing enterprise»

People with ideas are empowered by our events and information sessions

"It's a wonderful feeling, helping to increase people's chances of success. Some of the business plans that people are talking to me about now have the potential to be really big."

Neil Infield
Business & IP Centre Manager

