

Headline list of Service Specific Key Objectives 2012-2013

Ref:	Objective Description	Quarterly Progress	Status
			R/A/G
Barbican & Community Libraries		Quarter 1	
BCL1	Define, build, stock, staff and promote the new White Kennet Street Library & Community Centre.	Centre due to open on schedule. FF&E schedule complete Staff & union consultations re new JDs complete	G
BCL2	Explore more opportunities for shared services with Community & Children's Services & neighbouring boroughs and contribute to national library initiatives.	<i>Read to Succeed</i> launched in partnership with C&CS – 20 children & volunteers recruited and trained New partnerships with Barbican Centre and the Creative Learning team in progress Participated in World Book Night free book distribution, Adult Learners' Week and the Orange prize	G
BCL3	Review the staffing structure across the lending libraries to increase flexibility and efficiency.	4 senior JDs rewritten All Barbican teams disbanded and work reallocated 14 procedures reviewed and streamlined	G
BCL4	Develop our e-strategy embracing e-books and e-commerce.	EBooks launched 21 May 2012 Contact Centre SLA renegotiated to take payment for fines by telephone	G
BCL5	Introduce self-service technology across all services.	Procurement exercise complete and provider appointed for new library Initial meetings held	G
BCL6	Make best use of social media and our website.	57 events on Facebook	G

		53 events on Twitter New B&CL web pages written and online Barbican Music Library now has 619 followers on Twitter	
City Business Library		Quarter 1	
CBL1	To carry out a strategic review of the services provided by City Business Library.	Have begun discussions with ED to agree questionnaire.	G
CBL2	To review the City Business Library events calendar and develop initiatives to refresh the offering.	On-going – 236 events to date ; number of delegates - 1,956 (of whom, 446 are 1st timers); held a breakfast meeting for members of North London @ City Business Library ; Had a stall at Business Start-up in Excel 17 th – 18 th May; Also had promotional stalls at Meet the Buyer event in Guildhall June and Know Your Business Event in Harrow – May.	G
CBL3	To formalise income generation for City Business Library.	Have produced a copy of room hire fees – waiting for this to be added to the web. Have formalised pricings for B-2-B mailing lists. Plan to charge £10 admin fee for 1-2-1 bookings from start of Sept.	G
CBL4	To develop the City Business Library as a centre of excellence for small businesses working with EDO and other business support organisations.	Have had 2 meetings with various sections within EDO and had a joint meeting with Innovations Warehouse; invited and attended the roundtable on Encouraging Entrepreneurship Amongst Women – contributed to future plans; attended British Business Angels Awards dinner as a guest of EDO.	G

CBL5	To develop a policy for e-stock.	Nothing to report as this depends on CBL1	G
CBL6	To make best use of social media tools and technologies to promote the service.	Now using Mailchimp to send out news; currently have 756 likes on FaceBook we are offering a monthly prize to see if we can increase our numbers; have opened a LinkedIn account for City Business Library.	G
Guildhall Library and BSS		Quarter 1	
GLBS1	To enhance and evolve the E-Strategy; embracing existing and emerging technologies, E-books, E-commerce and enterprise search.	Excellent progress has been made by BSS in overseeing E-books (launched 21 st May 2012) and E-audio provision for site libraries with suppliers; BSS are now investigating the cataloguing of E-books on to Alto. BSS have taken the lead in compiling a departmental list of all E-resources (subscription and free) to ensure these are made available to the public and to accurately capture and exploit our E-offerings, which will be promoted via a 'City of London E-Library' page on the website. Guildhall Library are actively exploring additional E-resource subscriptions with JSTOR and EBSCO in order to increase resource discovery offerings	G
GLBS2	To develop, promote and improve accessibility of all collections, making best use of digitisation and/or retro-conversion to transform access to unique material from local to global.	Within BSS, retro-conversion of the deposited collection of the Guild of Food Writers is underway ready for the launch event of the collection on 25 th October 2012. The digitisation negotiations/contract with ProQuest to film and digitise a collection of Guildhall Library's printed books for inclusion	G

		in 'Early English Books Online' (EBO) has now reached the final stages in this quarter and the Guildhall Library digitisation project is set to commence in October 2012.	
GLBS3	To develop platforms for shared services with the community, suppliers, children's services, tourism and neighbouring boroughs.	<p>Guildhall Library successfully participated in the 'Celebrate the City' weekend, attracting over 2,000 visitors/tourists to the library in one weekend and putting on a series of 9 talks on London which were attended by 854 people.</p> <p>BSS have been offering services to Hertford Regional College and to the Vintners company – sharing expertise and advice with our partners</p> <p>The site libraries/BSS have now joined the Capita London Consortium for sharing expertise on the library management system.</p> <p>New Consortium buying contracts have been signed (1st April 2012) with our partners and suppliers, ensuring value for money services.</p> <p>The Keystone Project CBIS-ALTO to integrate our systems / share services with our external partners and with the Chamberlain's department was signed off at the end of April 2012, ensuring integrated work streams, automation and efficiency gains</p> <p>Guildhall Library has developed a School's outreach programme in this quarter (which</p>	G

		<p>will commence in September 2012) and which represents greater collaborative partnerships with Schools in neighbouring boroughs</p> <p>Guildhall Library, along with City Business Library, hosted a visit by eight Directors from regional research libraries in the Czech Republic.</p>	
GLBS4	To capitalise on the treasures of collections, pro-actively marketing and promoting services.	<p>Guildhall Library successfully acquired William Fleetwood's 1556 Magna Carta to add to the treasures collection.</p> <p>A successful exhibition on Food and Wine has been mounted in Guildhall Library in this quarter and the Principal Librarian launched his related book '<i>The Curious Cookbook</i>' with the British Library in May 2012; carried out 3 national radio interviews on the GHL extensive food and wine collection and was featured as BBC Radio 4s <i>The Food Programme</i> Pick of the Week; all of which has helped promote and market Guildhall Library collections.</p> <p>Guildhall Library loaned a rare printed book to The Palace of Versailles in Paris to be exhibited internationally with local treasures on the theme of '<i>The wars of Napoleon, Louis-François Lejeune and General painter</i>'</p>	G
GLBS5	To make best use of social media tools, technologies and space in order to promote events and services.	<p>Guildhall Library now has an active programme of monthly evening events; showcasing London, our collections and</p>	G

		<p>new authors.</p> <p>Guildhall Library has in excess of 600 active followers on Twitter. YouTube, Flickr, Yammer and Facebook are also all actively used.</p> <p>BSS created a national Blog (viewed 993 times this quarter) and a BSS video uploaded to YouTube (84 views this quarter).</p>	
GLBS6	To actively explore and extend opportunities for income generation / value for money services.	<p>BSS and Guildhall Library successfully bid for the contract to administer and catalogue the Vintners Company Library, bringing in an income of £5,000.</p> <p>BSS delivered training to Hertford Regional College, making an income of £200 + VAT</p> <p>Events in Guildhall Library are now ticketed, making an income of circa £150 at each evening event</p> <p>Guildhall Library's book sales during the 'Celebrate the City' weekend made an income of £800</p> <p>Filming in Guildhall Library for the ITV genealogy programme 'Long Lost Family' made an income of £1,500</p>	G
Heritage Services		Quarter 1	
HS1	To transform access to our collections by digitising key collections for use online around the world.	<p>Nearly all of the material digitised in Phase one of the Ancestry project is now available online with the London Land Tax Assessments the most recent records to be launched on the website in June.</p>	G
HS2	To streamline our collections and assist business change	Good progress has been made with the two	G

	by disposing of redundant items/collections and improving access to the remainder.	major projects under this heading. The first phase of the Coroners' project relating to Greater London non-inquest files 1965-1995 was completed in this quarter and work begun on the post 1995 files; at the same time steady progress was made with the appraisal of the inquest files for which a working list had been compiled as part of the first phase of the project. Work on appraising the first registry of GLC/LRB Property Services was completed and planning is underway to appraise the second, much larger, registry.	
HS3	To transform usage of the Art Gallery by enhancing the exhibition, events and education programmes in partnership with others.	The major exhibition of 2012-13 - Butcher, Baker, Candlestick Maker (developed with Livery Company partners) - opened in late June. It achieved good press coverage and the opening coincided with the Celebrate the City weekend when over 4,700 visitors visited the Gallery on the Saturday and Sunday. A family day and late view for the livery exhibition were also held in June.	G
HS4	To transform usage of the City's Roman Heritage by developing access to the Amphitheatre and the Billingsgate Villa in partnership with others.	Amphitheatre - good progress has been made on developing it as a display space with preparations for the International Olympic Committee's Sport and Art exhibition and as a base for classical studies and performance through the setting up of a partnership with the Iris Project and the Mayor of London's Love Latin scheme.	G

		Billingsgate Villa – new procedures for use and booking systems are in place. Access for special events over the summer has been organised with the University College London's Institute of Archaeology and meetings with senior staff at the Museum of London have taken place to coordinate the Roman Heritage work.	
HS5	To transform usage of Keats House by enhancing the events, education and community programmes in partnership with others.	The Keats Festival has provided many opportunities to work with different community groups and schools through the work of the poet in residence John Hegley.	G
HS6	To transform the services provided by Keats House by developing the use of the Heath Library premises in partnership with others.	The building, now known as Ten Keats Grove , was handed back by the London Borough of Camden in April and significant dilapidations and other work was undertaken to improve the fabric, including the opening up of a large performance space, the Nightingale Room. Several events during the Keats Festival (see above) took place there and the room is beginning to be used by outside organisations. An agreement has also been reached with the Keats Community Library for it to operate a community library from the premises and it has done so since April,	G
Visitor Development & Services		Quarter 1	
VDS1	Deliver strategic activities and projects to enhance the City Corporation's Olympic Games engagement by October 2012.	On track – Arrangements to support the Olympics contributed to the great success of the Games. Paralympics arrangements in	G

		train to help achieve similar results.	
VDS2	To enhance the image and reputation of the City Corporation and the profile of Tower Bridge through involvement in the promotion of the London 2012 Olympics and the Queen's Diamond Jubilee celebrations.	<p>On track: Tower Bridge has featured prominently in the media as part of the Queen's Diamond Jubilee river pageant; displaying the Olympic rings, the opening ceremony of the Olympic Games; daily lighting displays of the towers; celebration of UK gold medal awards and as the backdrop to America's NBC news channel broadcasts from London.</p> <p>All of this high profile involvement has been received positively and executed skilfully without any technical or political problems arising. This has been a triumph for the Corporation and the Nation and has strengthened the worldwide iconic status of Tower Bridge.</p>	G
VDS3	To exploit the potential of the City Information Centre as an excellent and essential visitor asset by March 2013.	On track – the positioning of the CIC as the leader in visitor info over Games time (GLA pod reception, training of Ambassadors) the Visit England partnership, the introduction of sales of Oyster cards and accommodation, and the training in Games-time info and national product for staff are all examples.	G
VDS4	To increase footfall to the City as a destination and to the City Corporation's visitor attractions in particular through pooling marketing resources and exploring the development of a City Visitor Trail.	On track. The Olympic displacement factor has had a negative impact on footfall: quarter one figures show an overall 8% increase on 2011 for all City attractions. However, July/August will be significantly	A

		<p>down because of the Games effect. Visitor Trail approved by Committee and funding identified. Inter-Departmental Officer Team will develop the trail for implementation from April 2013.</p>	
VDS5	<p>To develop and exploit opportunities for partnership working both within and without the City Corporation and so deliver greater promotional impact and improvements to the visitor experience, whilst realising efficiency savings for all stakeholders.</p>	<p>On track – a large number of partnerships have been established through Celebrate the City (93 participating partners and £180k established in savings through deals with media partners) and the Olympics.</p> <p>These include: City AM (CtC 8-page pull-out – negotiated reduction of £28,000) CBS Outdoor (CtC – tube and bus campaign – negotiated reduction of £26,078) GLA (Big Busk / Ambassador training and literature – enhancing the visitor experience at negligible cost) London Marathon Limited (animations at Marathon events provided gratis / VDT responsible for permissions and licensing costs) Time Out Guide (CtC posters delivered as part of brochure deal and £6,860 worth of advertising provided free) Executive Channel (free advertising for CtC valued at £120,000) Visit England (training for CIC staff,</p>	G

		<p>promotion of centre, shared costs on annual user survey and extension of product range at CIC)</p> <ul style="list-style-type: none"> • Presence at Excursions (trade fair) with costs shared by VAG members. 	
Note	VDS 5: CtC = Celebrate the City. VAG = Visitor Attraction Group		