

December 2010

## Season's greetings!

May I take this opportunity on behalf of all the staff at BLS in both Cleckheaton and Norwich to wish our customers a very happy Christmas and a healthy and prosperous new year in 2011.

### Cleckheaton Office Opening & Delivery

The office will close at 13.00hrs on Friday 24th of December and will be closed all the following week between Christmas and new year and will re-open on Tuesday 4th of January.

The last deliveries to libraries will be made on Thursday 23rd December (despatched Wednesday 22nd), and the first delivery to libraries after Christmas and new year will be made on Wednesday 5th January (despatched Tuesday 4th).

### Project Enterprise Update

As you know, we closed the Morley site at the end of September and have had all the factory operation in Norwich and the back office functions in Cleckheaton since that time. During October and November, we have completed the training programme for the new recruits in Norwich and this process has gone extremely well. Having said that, as some of our customers will know, we have had some degree of teething problems both with servicing errors as well as some aspects of speed of supply. Firstly can I apologise for these issues and of course any inconvenience that they would have caused some of you.

The good news now in mid December is that we have overcome these short-term, temporary issues and the factory is now caught up and operating normally to acceptable quality standards with the speed of supply issues behind us. We will still need to keep focused on the quality issues and the factory management team is very committed to totally eradicating any residual issues by the time we get into the new calendar year.

Can I once again extend my thanks to all our customers for their fantastic support and patience through the factory migration as this has been an extremely difficult, but incredibly worth-while project and our customers will start to see the full benefits of this coming through in the new year now that the operation has fully settled down in Norwich.

### New Factory Manager

I am very pleased to be able to announce that Neil Copsey has joined BLS as the new Factory Manager on the 22nd of November and is currently in the process of taking over from Nicky Shales, who leaves the business at Christmas.

Many of you will know Nicky well and I would like to take this opportunity to personally thank Nicky for the contribution she has made to Bertrams over the past 27 years and particularly the immense effort and sacrifice she has made over the last 6 months to ensure that the Enterprise project is a complete and full success. I know you will join me and all the staff at Bertrams in wishing Nicky all the best for the future.



**Steve Carter**  
Managing Director

## OTHER NEWS



### Books Asia

#### Strategic Partnership

I am pleased to announce that in November, BLS signed up to a strategic partnership with Books Asia to provide an enhanced range of services around the supply and servicing of foreign language material focused around a core set of 17 languages.

Full details can be found on our website and we look forward to being able to provide you with this additional service capability. For more information, please contact your Regional Account Manager and/or Deborah Weavill.



### engage

We now have 29 customers signed up to engage with more in the pipeline. The next development is due to be launched in January 2011. We will be launching a new service to recommend dead titles be moved to libraries where the same title is showing as tatty. We will also be displaying a new authority overview of each stock area making stock movements much easier.

From 1st February 2011 the price of engage will be £1000 per year with a one off set up fee of £500. Any customers signing up prior to the end of January 2011 will continue at the current agreed arrangements.

Further improvements are planned early in 2011 and engage user groups will be arranged to get users views on how engage should develop going forward.

### Advance Information Lists

The final lists of 2010 were made available on the website on 6th December. These are March titles for books and January titles for entertainment products.

In order to accommodate all customer changes to Supplier Selection for 5\* ratings and other alterations to specifications, there will be no advance list of April book titles on the website in January, and no selections. There will be a double list containing April and May titles available from Monday 7th February, and a double Supplier Selection completed throughout February for both April and May titles.

The first entertainment list of 2011 will appear online on 10th January for February titles.

## OTHER NEWS (CONTINUED) ▶

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**W** waterstone's

**Store Stock Pick Promotion**



We continue to work closely with Waterstone's to offer the ability for libraries to carry out stock picks in a Waterstone's store locally. This has proved to be really popular and by customer request, we have added a number of additional stores to the original 60 we started the arrangement with.

Waterstone's have recently refurbished a number of these stores to a high standard which makes the customer experience even better than before.

There is a new current promotion offering 20% discount for stock picks of over £1,000 and this expires on the 31st of December. Full details are on the home page of our website.



**Category Codes**

Following on from the Bertrams adoption of the BIC E4libraries Adult fiction codes in 2008 Bertrams will now be implementing the Childrens and non-fiction codes in early 2011. These provide library-oriented category headings applicable across the full range of adult non-fiction, and children's/young adult stock.

Adoption of a scheme of BIC-based standard subject/genre categories, made available to libraries in addition to existing Dewey classifications, offers the opportunity to reduce cost and streamline workflows by automating the categorisation process, and to support further improvements in stock selection, management, discovery and display.

The scheme provides a comprehensive set of fixed title-level category headings capable of supporting and facilitating all of the following functions:

- Shelf display/browsing
- Electronic display/browsing
- Standardised servicing
- Reduction in complexity and cost of processing and selection
- Evidence-based assessment of stock demand, supply and performance
- Comparative performance analysis
- Selection specification
- Personalised recommendations
- Links with retail sites

We will confirm details when this has been launched.

**World Book Night**

Bertrams supports the World Book Night initiative which will take place on 5th March 2011 and we believe it has the potential to generate a significant level of interest both in the books involved and in promoting reading generally.

At a practical level this support includes an offer by Bertrams to help distribute stock of the million free books to the givers that will be given away on the night and which will be collected by givers from their local bookshop or library.

Now that the twenty-five WBN titles themselves have been selected we are in the process of stocking up on the normal editions of these books, along with the backlists of the authors involved, so that customers can take advantage of the publicity for the event as it builds over the coming months.

**Website Updates**

**5-Star Rating ★★★★★**

We will be enhancing our star rating from 3 to 5 stars in the next release of the website due to go-live by the end of the calendar year.

**V4.04 Update**

Our latest web update went live on the 9th December. This has delivered smarter sorting of web results, improved searching including a drop down list of genres and the ability to tick more than one search option. To make checking selections easier, a new quick view function has also been added. Clicking this will show which branches a title has been selected for. Please note we no longer support Internet Explorer 6, this was replaced by version 7 in 2006. We recommend that all customers upgrade to the latest version to get the best web experience.

Prior to Christmas a further web update is planned to improve the DVD section of the website ensuring the website is the first point of call for all AV ordering.

**Top 10 Book Posters Download**

Starting in the new year, we will be offering Top 10 posters for use in your library, along with our current weekly Top 10 book chart lists.

**Have a great Christmas  
and a Happy New Year from**

**Bertram**  
Library Services