



REPORT TO THE LIBRARY BOARD
MEETING DATE: SEPTEMBER 22, 2011

Session:	Public Session
Subject:	Ivey Family London Room Research Service
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Presented By:	Margaret Wilkinson
Purpose of Report:	For Approval <input checked="" type="checkbox"/>

RECOMMENDATION:

It is recommended that: the report on fee-based services including image reproduction and staff-conducted research in the Ivey Family London Room be received; and the changes to the LPL Monetary Charges Policy related to service fees, as outlined in Appendix 1, be approved.

ISSUE/OPPORTUNITY

This report outlines the opportunity to develop a new fee-based research and image reproduction service that will be offered by the Ivey Family London Room.

BACKGROUND & REVIEW

The Ivey Family London Room documents the history and growth of London and is an important resource for the study of local history. Experienced staff, with in-depth knowledge of its collections, are able to assist patrons and provide a high level of service. In recent years, the London Room staff have seen an increase in the number and complexity of reference questions received from patrons – in-person, by mail, telephone and e-mail. In some cases, staff must limit the amount of research that is conducted due to the nature of the request and the time that is required to conduct this research. In such cases, local patrons are encouraged to come to the Library where staff will assist them. However, the majority of these complex requests are from patrons outside of London. Many have shown an interest in, and willingness to pay for, value-added local history and genealogical research conducted by staff. As the Library has no service in place to meet

these research needs, staff have identified an opportunity to develop a new service to fill this gap.

The recent addition of the London Public Library Image Gallery to the LPL website has revealed another new service opportunity. In the Fall of 2009, London Public Library, in partnership with **Our Ontario** (a division of **Knowledge Ontario**), developed and introduced the LPL Image Gallery which is presently a database of copyright free digitized photographs from the London Room. The database is hosted by **Our Ontario**. Library patrons around the world are able to access this collection. Patrons may print or download for their personal use images from the website at no cost. This collection will continue to grow and in time will include formats other than photographs.

Since the introduction of the Image Gallery, staff have received requests from the public for higher quality images or for permission to publish or display these images. Again, we have no service in place to meet these requests.

In response, staff have proposed a package of value-added services. These services are similar to those already being offered by other Canadian public libraries (e.g. Hamilton, Guelph, Vancouver, Waterloo).

The following services will be offered:

- Research Service: London Room staff will continue to provide reference service as a core service to all patrons. In addition, where appropriate, patrons will have the option of paying for value-added, staff- conducted research based on an hourly fee with various delivery options.
- Reproduction Services: Staff would make available for a fee higher resolution images, sent electronically by e-mail or burned to a disk that is mailed/couriered to the client. Charges for publication, handling, and appropriate taxes would be applied. Staff will continue to provide a fee-based print/microform copying service and charge service.

Based on the number and types of requests received during the past year, staff estimate demand for service to be:

Estimated London Room Research Activity		
	Estimated # of Requests/Jobs	Estimated Revenue
Reproduction/Delivery (photocopy/microform, digital, fax, mail), Research Service	50	\$3,000

Fees Structure

It is recommended that the fee schedule as outlined in section "Consumable Supplies" of the **Fee Schedule of the LPL Monetary Charges Policy** be revised to reflect the changes required to support

the new services:

See **Appendix 1: Recommended Changes to Monetary Charges Policy**

NEXT STEPS

Staff are developing service processes, guidelines and procedures, a marketing and communication (internal and external) strategy, and promotional materials for an anticipated service implementation date to be determined in October, 2011.

Appendix 1

Recommended Changes to Monetary Charges Policy

Fees Structure

The current fee schedule as outlined in section "Consumable Supplies" is as follows:

Service Fees:	
Copying/Faxing - Paper Original	\$5.00, plus \$1.00/page
Copying/Faxing - Microfilm Reel	\$8.00, plus \$1.00/reel
Delivery Charge	\$2.00

All fees are inclusive of HST.

The proposed new fees are as follows:

Service Fees:	
London Room Research Service	\$50.00/hr, minimum \$25.00 (30 minute increments)
Reproduction - Paper original	\$5.00, plus \$1.00/page
Reproduction - Microfilm (per reel)	\$8.00, plus \$1.00/page
Reproduction - Digitized Image from LPL Image Gallery	\$15.00
Reproduction - Digitized image(s) burned to CD/mailed	\$5.00
Reproduction - Digitized image for publication/broadcast (one time use)	\$75.00
Long Distance Service (fax)	2.00

All fees are inclusive of HST.