



Re-imaging libraries: partnerships with businesses large and small

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In recent years it has become more important than ever for libraries and information professionals to demonstrate impact and in some sectors to undertake income generation. Indeed there are examples in the general library literature of information services being offered at a fee, or at cost recovery, such as document supply or patent searching. There are also libraries undertaking income generation through retail opportunities, e.g. bookshops and cafes, and by hiring out spaces for events. In the UK this particularly applies to public libraries (1). When it comes to working with businesses a sizable proportion of information professionals are employees in for profit organisations, and in the health field pharmaceutical companies spring to mind.

However, literature relating to health information professionals forming partnerships with business to produce income for a library is scarce, as is literature on health information professionals becoming consultants.

In 2005 Stan Skrzyszewski published *The knowledge entrepreneur* (2) and today creating business plans and having an entrepreneurial outlook is important whether one is looking to go it alone, setting up a business, or is an employee in a large organisation.

In this issue we have contributions from two authors under the theme of “re-imaging libraries: partnerships with business large and small”. Anu Ojaranta, a doctoral student at Abo Akademi University in Turku, Finland describes how she became an entrepreneur and provides practical tips on how to succeed. Subject expertise, financial know-how, marketing and constantly learning all feature.

Deena Maggs, Head of Information and Knowledge Services at The King’s Fund in London, UK, in her article describes how forming partnerships and reaching new audiences have helped her Service generate income.

What both articles have in common is an emphasis on expertise, researching your customer base and always reflecting to continually evolve. These are behaviours at which information professionals excel. Generating income for a service or becoming self-employed are not easy, but they are options for health information professionals.

REFERENCES

1. Income generation for public libraries [Internet]. 2017.
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2. Skrzyszewski S. *The knowledge entrepreneur*. Scarecrow Press; 2005.