

Business-to-business

In addition to our public-facing markets, The National Archives also deals extensively with the commercial sector. Under the Government's Wider Markets Initiative of 1998, we are encouraged to maximise the benefits to be gained from working with the private sector.

This chapter provides an overview of our activities in this area and illustrates the range of business opportunities developed over the past year:

- Licensing
- Commercial sales and loans of images
- Record copying services.

An image from The National Archives: Construction workers erecting the Marconi factory at Chelmsford, 1912 (TNA:PRO COPY 1/566)

Licensing

The images held by The National Archives are an amazing resource for merchandisers, designers, publishers and information providers. Many potential licensees are looking to develop product ranges based around our collections.

Licensing opportunities have traditionally fallen into two key areas: the development of merchandise based around pictorial images – for example stationery, giftware, ceramics or textiles – and the creation of commercial products by publishers or other information providers, including contextualised or indexed collections of our images.

Over the past year we have once again been approached by a range of organisations wishing to use our images commercially, and we have also been proactive in seeking out development opportunities for the use of our images.

Each licensee signs a formal contract with The National Archives which governs their use of the selected images. Contracts are granted on a non-exclusive basis and we derive a royalty payment from the sale of licensees' products.

Merchandising

One of the most recent licensed products, launched by Museums and Galleries Marketing Limited under licence from The National Archives, is a collection of notelets and greetings cards



A new range of notelets and greetings cards, based on posters in The National Archives

based around public information posters discovered in the files of various government departments.

The posters date from the 1930s through to the 1970s. They make an attractive and innovative range of social stationery which is on sale both via high street retail outlets and through our own on-site shops.

Data licensing

A range of publishers and data providers use The National Archives' genealogical images to provide products and services. Contracts have been signed with S&N British Data Archive, Archive CD Books and Stepping Stones, all of which market CD-Rom products containing images from the census returns held at The National Archives.

In September 2002, we signed a contract with MyFamily.com, an internet-based genealogical services company, which subsequently launched an online service containing digitised images of the 1891 census.

Licensed Internet Associateships

As part of our e-business strategy, in response to the Government's target to enable citizens to have electronic access to government services by 2005, we have introduced a new scheme aimed at providing access over the internet to digitised images of our key genealogical documents.

Our Licensed Internet Associates Programme offers enhanced, preferential licensing opportunities for potential associates wishing to produce online services in close association with The National Archives.

Associates will be able to use our logo and branding on all online services developed to demonstrate our official accreditation of the particular service. Online services will be developed in accordance with specialist advice and input from our expert in-house staff.

Our website will act as a portal for online services developed under the Licensed Internet Associates Programme. All co-branded services approved

under the scheme will be promoted on relevant areas of our website, with direct hyperlinks.

Successful Licensed Internet Associates will fund investment in the digitisation, cataloguing, indexing, hosting, delivery and marketing of Online Services of key sets of records we hold and will provide technical support for the licensed services developed.

The Licensed Internet Associates Programme was launched in November 2002 via an announcement on our website and approaches were made to a range of online content providers. Initial submissions were made to us during December 2002 and first-stage high-level meetings took place during March 2003.

Discussions to progress this exciting initiative will continue during the 2003/04 financial year, with the first contracts expected to be awarded during the summer of 2003. The first services to be launched under this initiative are likely to focus around the census returns, the First World War soldiers' records in WO 363 and WO 364, earlier soldiers' records in WO 97 and the BT 27 passenger lists.

Commercial sales and loans of images

Images from The National Archives Image Library are loaned or sold commercially to publishers, design companies, exhibitions and websites and prints or transparencies are produced privately for individuals.

Our primary customers are publishers, museums, exhibition centres, documentary companies and web users. Our major customers this year have included BBC Publications, The Folio Society, Penguin Books and English Heritage. The novelist Patricia Cornwell used 25 images from files on Jack the Ripper for her controversial investigative book *Portrait of a Killer*, a major bestseller in 2002.

Commercial Online Digital Image Library

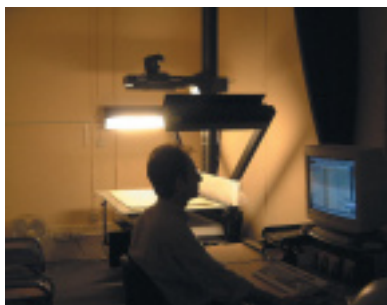
In August 2002, we also successfully launched an online digital presence with Heritage Image Partnership (HIP).

The HIP site features a vast collection of heritage-based images for hire, drawn from a range of museums, galleries and libraries including the British Library, the British Museum and the National Monuments Record of English Heritage. It now also includes over 1,000 images from The National Archives and we plan to increase the number of images available during 2003/04 and beyond.

Our relationship with HIP is non-exclusive, and in return for a share of royalties, HIP market our images around the clock to an international commercial market of publishers, designers and advertisers. The images are watermarked to afford additional protection.

Our partner page, with links to the images, is at www.heritage-images.com/partners/default.asp?partner=PRO

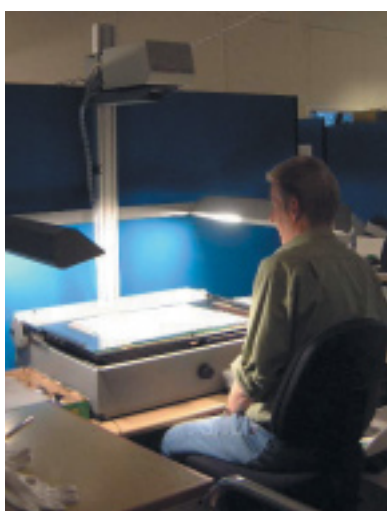
Record copying services



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Our record copying services have been chosen by the publishers Adam Matthew and Gale Group for long-term publishing programmes aimed at an academic audience.

Several museums and institutions have also purchased our top of the range reprographic services for various purposes, such as filming for preservation (Imperial War Museum), digitising for exhibitions (Coal Authority) or legal requirements such as the Rights of Way (Countryside Agency).



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