



Library Business Corners (LBC) - the implementing agency

Association incorporated in terms of Section 21 of the Companies Act

Vision

- **To create a highly accessible small business information network through the utilisation of existing public libraries**
- **Satisfying the information and self-study needs of Western Cape entrepreneurs and small business operators**

Goals for 2001

- **Establish a further 12 LBCs in metro and 7 in rural areas**
- **Introduce the accreditation process for LBCs**
- **Maintain close contact with all LBCs through Corner News, plenary meetings, workshops and visits**

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Core Funders

City of Cape Town - Provincial Administration of the Western Cape

LBC Partners

Provincial Library Services
Municipalities
Business Referral & Information Network (BRAIN)
Foundation for Economic and Business Development (FEBDEV)
Western Cape Investment and Trade Promotion Agency (WESGRO)
Micro Enterprise Network for NGOs (MENNGOS)
Business Opportunities Network (BON)
Clothing and Textile Service Centre (CLOTEX)
West Coast Business Development Centre (WCBDC)
South Coast Business Development Centre (SCBDC)
Monagu - Ashton Gemeenskapsentrum (MAG)
Department of Social Development (DSD) (Anglican Diocese CT)

Board of Directors

David Gretton – City of Cape Town
Dan Plato – Clir, City of Cape Town
John Peters – Provincial Administration
Arifa Parkar – Cape Town Regional Chamber of Commerce & Industry
Peter Underwood – University of Cape Town
Wolfgang Thomas - WESGRO
Jacki Lange – SA Breweries
Jeanette Vosloo – Prov Library Services
Wiseman Nako – BRAIN
Johnny Jacobs – CCT Library Services

Additional Exco members

Ilze Swart - Bellville Library
Marcia Raymond – Central Library
Rheina Epstein - Consultant
Gail Jacobs - LBC



ABRIDGED AUDITED ANNUAL FINANCIAL STATEMENTS AT 28 FEBRUARY

INCOME STATEMENT

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<i>Revenue</i>	887,208
Provincial Administration	209,731
Cape Metropolitan Council	673,412
Other income	1,800
Interest received	2,265
<i>Expenditure</i>	525,725
Administration costs	233,850
Establishment cost	179,217
Personnel costs	112,658
Net surplus	361,483

BALANCE SHEET

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<i>Non-current assets</i>	
Property, plant and equipment	8,566
<i>Current assets</i>	356,337
Accounts receivables	11,899
Cash resources	344,438
Total assets	364,903
<i>Capital and reserves</i>	
Accumulated profits	361,483
<i>Non-current liabilities</i>	
Accounts payable	3,420
Total equity and liabilities	364,903

NOTES

Prior to LBC acquiring their own bank account, the Cape Metropolitan Council administered funds allocated to LBC. WESGRO administered Provincial Administration funds.

The financial years of the two funders varies from that of LBC resulting in payments being received at different times of the year.

The revenue of LBC is reflected as R887, 208 but in reality the amount allocated to the programme, covering the last year totalled, R500 000: the balance of R387, 208 is a residual from past years.

Most of the R361, 483 reflected as "profit" (surplus) in the statement will therefore have been spent before additional finance is received from the funders when their financial year starts in March and July 2002 respectively.

Chairperson's Report

I am delighted to be able to present the first chairman's report of the Library Business Corners (LBC) initiative. As you will read in the annual report, the concept of using public libraries to assist the growth of small business is one that led to the establishment of the LBC project.

Public libraries exist throughout all areas of the country and the LBC concept therefore provides the opportunity to make available in a cost effective way business, employment and related information in areas where it is needed most. It needs to be emphasized, though, that LBCs are not a substitute for, but an addition to existing business support services. The LBC does, however, enable these support services to reach a wider audience. The success of the LBC scheme will, ultimately, depend upon the quality and quantity of material available as well as the value of the advice given through referrals.

Public libraries are seen as a key resource in Cape Town's "Smart City" Strategy. The LBC is working closely with the City's Information Technology (IT) people concerned with this strategy. Although not essential to the LBC programme, clearly, computerized links will add considerable value to the whole project. We are indeed, looking forward with some excitement to the rollout of the IT component in Cape Town libraries during the latter part of the year.

Whilst the report before you details the expansion of the LBC programme throughout Cape Town and the Western Cape platteland, considerable interest is now being shown in the LBC from other parts of the country, including Durban, Johannesburg, Grahamstown and Pretoria.

Of course, none of the expansion of the LBC programme would have been possible without the support of our funders, primarily City of Cape Town and Western Cape Provincial Government.

Equally critical has been the support of the people directly involved in the project - the Board of Directors, members of the executive and different task teams, a whole range of active librarians, Gail Jacobs, Natasha Jantjies and contract staff.

The LBC has come a long way in the 4 years since the project's inception. With your help we are poised to make a quantum leap in progress during the next year.

Thank you

David Gretton

LBC Accreditation

Regular funders and ad hoc sponsors of initiatives like the LBC want to be sure that their money is not wasted, viz that the facility or service created meets certain measurable standards. To achieve this, a system of accreditation is to be implemented, setting minimum standards for all participating, "accredited" LBCs and regularly monitoring the adherence of such conditions. Whilst the accreditation process is still being streamlined, the following are key elements of the system.

LBC Area

- Dedicated storage/display space
- Signposting
- Dedicated space on notice board(s)
- Posters on SMME-topics / events
- Access to Tender Information (link to BON)

SMME Material

- Books
- Directories
- Periodical titles
- Files for Corner News
- Copies of FAQ's (Answers)
- Videos
- Clippings
- Pamphlets
- Newspaper(s)
- Tourism information

Communications

- Internet access (pay or free)
- User guidance to internet
- Fax facility
- e-mail
- Telephone access

Support activities

- Workshops / training
- Mentoring
- Display of goods / crafts / event info
- Youth entrepreneurship activities
- Participation in Small Business Week

Staff Development

- Knowledge of LBC resources
- Training in SMME issues
- Attendance of LBC activities
- Liaison with partner organisations
- Internet use capability

Monitoring and Evaluating

- **Annual external assessment (LBC team)**
- **Annual Progress Report to LBC-Board**

Expansion Strategy

The Western Cape has a total of about 100 000 small, medium and micro-enterprises and a further 100 000-150 000 "survivalist" or supplementary income seekers, spread over the 110 000 square km area of the province. The goal is for all entrepreneurs to have access to LBCs and related information points - like offices of business associations, educational institutions, citizen info centers, etc at a reasonable distance from their place of business.

Currently there are about 100 municipal libraries in the City of Cape Town area (serving a population of 3.2 million people) and 100 odd libraries in the platteland, serving a further 1,3 million people. The LBC initiative is primarily structured to gradually equip these 200 libraries with at least the basics of LBCs with an initial 5-7 years viewed as realistic time frame.

By April 2002 about 30 LBCs had been established in Cape Town - or were in the process of establishment and about 15 in the platteland.

The following principles guide the rollout of the LBC grid:

- The opening of LBCs is entirely voluntary with respect to each library. It is up to the library staff and management to decide whether they want to participate in the LBC initiative or want to pursue other priorities.
- The LBC-team assists, but doesn't "run" individual corners: it is up to library staff to decide how their "corner" should be shaped and what activities they engage in.
- As far as practically possible, each new LBC will receive a launching grant of R4 000- 8000, depending on the availability of funds and the relevant needs of the library
- PCs and related electronic equipment is not a prerequisite for the opening of a LBC; the team will, however, assist City and platteland libraries in the gradual spread of internet facilities - working closely together with city and provincial E-business / E government plans
- In the medium-run a limited number of strategically located and well equipped libraries may become LBC-cluster libraries, maintaining a range of material not duplicated in other LBCs within the cluster. (Details of this strategy still have to be worked out).

Whilst the first two phases of the LBC roll-out were characterised by a top-down "selection" new LBC candidates, the further unfolding of the process will, as far as practically possible, be "bottom-up". Thus, interested libraries have to apply for inclusion as LBCs. This approach - and the funding capacity - will then determine the pace of the further expansion of the grid.

Manager's Report

It has been a hectic, but fulfilling year! What have we achieved?

- The LBC office (30 square meters) is equipped with 3 computers, and the staff comprises of an administrator, an office worker and the manager.
- The LBC website is live !
- A core selection of relevant business books and videos is available.
- Training of librarians has been provided in Breede River, Saldanha, Matzikama and Cederberg municipalities. FEBDEV (Foundation for Economic and Business Development) prepared a manual, which is currently used to train librarians. The focus is "entrepreneurial" and in Corner News 3 2002 we feature comments from facilitators and participants.
- During Small Business Week in July 2001, LBC arranged 14 workshops at libraries in the Western Cape, counting 330 participants.
- LBC coordinated workshops and networking sessions at libraries in partnership with i.a. MENNGOS, CLOTEX, BON, WESGRO, The West Coast Business Development Centre, MAG, The South Cape Business Development Centre and the Department of Social Services (Anglican Church).
- The LBC exhibition stand has been utilised at the Small Business Week, Adult Learner Week, the Mitchells Plain Business conference, The Worcester show and Oudtshoorn Festival. It has been used for displays at Worcester, Lamberts Bay, Mimosa and Mossel Bay libraries.

Opportunities and challenges ahead

We urgently need business material suitable for different literacy levels and languages. We also plan to provide regular statistics on the use of business books in accredited libraries. Ongoing, close links with business support agencies, librarians and Grassroot entrepreneurs remain a key focus of LBC. Furthermore, we want to develop close links with educational institutions in order to enhance their role in fostering entrepreneurship in our communities. Such a partnership could be the most effective way to further expand the capacity of LBCs.

Finally, I wish to applaud librarians for their involvement to meet the challenges of the SMME sector.



Sam Sihlali, Gail Jacobs and Natasha Jantjies



Julian Pick (ABSA) handing over SMME Tool boxes

Evolution of LBC

The roots of LBCs can be found in two fields:

- The need for information amongst the hundred thousand small business entrepreneurs and operators in the Western Cape, with conventional 'Local Business Service Centres' unable to meet the demand scattered through the 100-odd towns and cities in the province; and, secondly,
- the willingness of municipal libraries to become more engaged in practical issues of economic and social development, with support for small business in their neighbourhood identified as a critical factor in the creation of jobs and the fight against poverty.

1. *Small beginnings - bottom up*

After an abortive attempt in 1999, to start LBCs on a computer-based top-down fashion (installing a few PCs in a select number of libraries) the project got started more modestly in August 2000. Financial support from the Cape Metropolitan Council allowed the launching of LBCs at 12 metropolitan libraries, with each getting an initial grant of R10 000 to acquire shelves, books and other material. To coordinate this task an extremely modest 'vehicle' was created:

- one person (Gail Jacobs) was appointed as full-time LBC coordinator, with office facilities in the premises of the Business Opportunities Network (BON), another small business NGO located in the Cape Town CBD;
- a small Project Exco was established with South Peninsula's Economic Development Director (David Gretton) as chairperson and a cross-section of experienced librarians and SME-specialists supplying the expertise;
- a Section 21 Company was registered to help channel funds and ease the organisational task - its Board of Directors has since taken over the role of the Project-Exco;
- the coordinator utilises part-time assistants to help with tasks;
- an electronic newsletter - *Corner News* - appears since November 2000 (No. 8 in Jan. 2002) focusing on the communication with libraries interested in the LBCs;
- the CMC initiative (now City of Cape Town initiative) has been supplemented by provincial government funds, to also reach platteland libraries - seven libraries have been targeted in an initial pilot phase and a further 10 in the 2001/2 financial year;
- the LBC team has travelled widely in the province in order to reach librarians, municipal officials and business people and to explain the rationale and evolution of the LBC programme.



Central Library, Cape Town



LBC Launch at Prince Albert

2. What is a Library Business Corner?

First of all, it is not necessarily a physical "corner" in a library - often the space is too limited for just the business-related material. The following are key elements of LBCs:

- A library enters a commitment with the LBC-team to increase the availability of small business related material in its library. Practical ways to do this are then discussed with the team.
- If possible within the phasing of the programme, the library receives a launching grant of R5 000 - R10 000 from the CCT/PAWC funds to acquire books, journals, shelving, files, videos or other relevant material. Combined with the business material already held by the library and highlighted through the profiling of the "Corner", it is hoped that the enlarged stock can function as the catalyst for a greater small business exposure of the library - and increased usage of the library by local business people as well as prospective entrepreneurs.
- Libraries are encouraged to also engage in other business-related activities, like training workshops at the libraries, notice boards indicating activities in the neighbourhood, storage of pamphlets about SMME support agencies, display of business cards of local entrepreneurs, link-ups with local schools (who might offer entrepreneurship as a course), channelling information about public sector procurement opportunities, (link up with BON, etc)
- Libraries are also encouraged to screen available and new literature in order to gradually build up a stock of popular, didactically appropriate material - books, pamphlets, newspaper cuttings, reports, official documents, etc. - covering key small business issues. One step in that direction is the production of 'subject reading lists' for the small business field, sub-divided into standard topics like "How to start a small business", "Drawing up a Business Plan", accounting basics, marketing basics, human resource issues, taxation, access to finance, etc.

It should be clear from the above that the role and comprehensiveness of LBCs will differ widely between individual libraries - because the needs of communities differ, because libraries are differently stocked with SMME-related material and because librarians differ in their personal commitment to the small business cause. Just as libraries will in future differ in the extent to which they are stocked with (e.g.) HIV/Aids-related literature and other material, or children's literature - they will differ in the LBC sphere. Besides, once LBCs are established, "pressures" or cooperation from local communities or business associations will also influence the level of activities in this sphere. Strong private sector support may, for example, lead to the establishment of 'Small Business Clubs', regularly meeting at a library, the start of a series of regular SB-Breakfasts (with guest speakers), the staging of product displays in libraries, or the initiation of a neighbourhood mentorship system (where experienced business people assist start-up or growing firms).

3. Marketing LBCs

Success of the LBC initiative should be measured by the increasing number of people - entrepreneurs, would-be entrepreneurs, self-employment seekers, youth-entrepreneurs, retired people seeking supplementary earnings, etc. - visiting and utilising LBCs and their facilities. To achieve this, the initiative has to become better known - i.e., it needs effective marketing. To date the LBC team has succeeded to get good press coverage, even beyond the boundaries of the Western Cape, to be accepted by the professional association of librarians (LIASA), and to be known within the small business support community and amongst municipal development officials. At grassroots level, however, - amongst the thousands of informal and small enterprise entrepreneurs - the LBCs are not yet sufficiently known, although the message is spreading. To improve the marketing of LBCs is one of the key goals of action in 2002.

4. Working with partner organisations

Being located at the inter-section of small business support and library services to communities, the LBC-team is fully aware of the need and importance to work with and through partner bodies. This document list a range of these partner organisations, many of which already cooperate closely and often enthusiastically with the LBCs. Particular emphasis will in the New Year fall on partnerships with business associations, leading corporates (including financial institutions) and firms active in the publishing, multimedia and training spheres. This is done on the understanding that in the longer run an increasing share of the funding for LBC- services will have to be privately sponsored.

5. Financing LBCs

Strictly speaking, the practical re-arrangement of library material to give greater prominence to small business-related publications does not require major additional funding. Yet a systematic and meaningful expansion of the library "focus" on small business needs cannot succeed without the necessary resources. These relate to:

- expansion of basic book stocks in order to at least include a core collection of "popular" business books in the stock of all LBCs;
- similarly, the acquisition of a core collection of videos, CDs, reference books, directories, etc. related to the starting / running of a small business;
- the purchase of some PCs and related equipment in order to effectively utilise relevant websites and other electronic information;
- the initiation of additional material to reach less sophisticated audiences and those not sufficiently versant in English;
- the dissemination of newly published "business material" in order to have at least one copy in each LBC;
- the covering of administrative and organisational expenses of the LBC-team and its activities.

Ideally, the funding base of the LBC initiative will in future include:

- regular, annual grants from provincial and local authorities (originating in both the library and economic development divisions);
- corporate donorships, focusing either on particular LBCs ("adopt an LBC") or on specific functions / activities (like 'Corner News');
- publisher donations of new books in the small business range (e.g., 100 copies of a new release in order to get copies on LBC shelves);
- donations of NGO material by NGOs, for inclusion / display in LBCs;
- free mentorship services, small business talks, breakfast addresses, etc. from NGOs, educational bodies, service organisations (e.g., Rotarians) and others;
- foreign grants or project support; and, finally, user fees and 'membership subscriptions'.



LBC Exhibition stand

External Liaison

Since the early start of the LBC-initiative there has been widespread interest from librarians and SMME-supporters in other provinces and in neighbouring countries. At the same time the LBC approach fits in well with the broadening view of libraries as community information and facilitation centres (rather than mere book depots), which one finds all over the world. The LBC team has tried to respond to external enquiries wherever possible, but the time may be ripe to plan - in close cooperation with academics represented on the LBC-Board - a conference about these challenges and opportunities, with participants including professionals and development facilitators from other provinces, neighbouring countries and international centres.

LBC Resources & Training

Contacts between the LBC-team and librarians as well as SMMEs over the past two years has revealed the outlines of a "wish list" which should guide the acquisition of material and the mobilisation of further resources. Critical readers are encouraged to forward suggestions about gaps and/or particularly useful titles. Title details about suitable publications will be made available to the LBC team.

Directories

SA Business Blue Book
 Braby's Business books
 Yellow Pages
 Chamber Directories
 Menggos SMME Services Directory
 SA Bureau of Standards Manuals
 SA Official Yearbook
 McGregor's JSE Companies
 City of Cape Town's Official Guide
 Provincial Administration of the Western Cape's Official Guide

Videos

Vuk U Zenzele
 Aces Apples
 So you want to be successful at selling
 Unorganised Manager
 Finance for non-financial manager
 Anthony Robins
 Standard Bank

Pamphlets of NGOs

Especially SMME support programmes

Case Studies

Ad hoc collections (File)
 Specially prepared collections
 Sector focused collections
 National collections
 Foreign collections

Website Access

BRAIN
 other institutions

Training related to LBCs

Librarians

- Introduction to LBCs
- Regular info / training session with focus-themes
- Understanding Entrepreneurship (FEBDEV Workshops)
- Corner News as training tool
- Facilitation of a mentor-system

Topic Range for Books

Franchising
 Marketing
 Bookkeeping
 Financial statements
 HR-management
 Recruiting staff
 Black Economic Empowerment Internet (Marketing)
 Small Business Management
 Entrepreneurship
 Business Ideas
 Taxation
 Starting a Business
 SA's Clothing Sector
 E-Commerce
 Tourism - in SA/Wcape
 Advertising your services
 Business Plans
 Financing your Business
 Importing Exporting
 Aids in the workplace
 Quoting for contracts
 Entering a partnership
 Regulations about Business
 Arts & Craft as Business
 Construction & Maintenance as Business
 PCs for Small Business
 Cash Flow Management
 Choosing a joint venture partner
 100 Tips for your Small Business

FAQs

1. How to write a CV
2. How to write a business plan
3. How to apply for a job
4. How to terminate employment
5. How to tender for a public contract
6. How to tender for a corporate contract
7. How to get a loan
8. How to find the right franchise
9. How to start a B&B
10. How to start a business
11. Where to find PC & Internet access
12. How to earn money by moonlighting
13. Ideas for new businesses
14. How to get into a small business hive or incubator
15. How to cost your product/ service
16. How to live with the Basic Conditions of Employment Act
17. How to register a business
18. Am I ready to export?
19. How to work from home
20. Where can I trade informally?

Journals / Newspaper;

Big News for Small Business
 Cape Business News
 Finansies & Tegniek
 Weekend Argus
 Business Times / Sunday Times
 Sake Rapport
 Daily newspapers (DB.CT.CA) Community Papers
 Clipping - Files: By Topic

LBC-users

- Display of info about external courses
- Allowing use of library facilities for training or workshops for entrepreneurs
- Facilitating business meetings in library (e.g - hawkers, spazas, crafters, etc)
- Display of training material in libraries
- Training videos to lend out
- Access to Internet-training

