

Meeting the challenge of reconciling the library asset base with community requirement through innovation

Kathy Settle

Chief Executive, Libraries Taskforce

What I'm going to cover

Ambition document and Action plan

Some examples

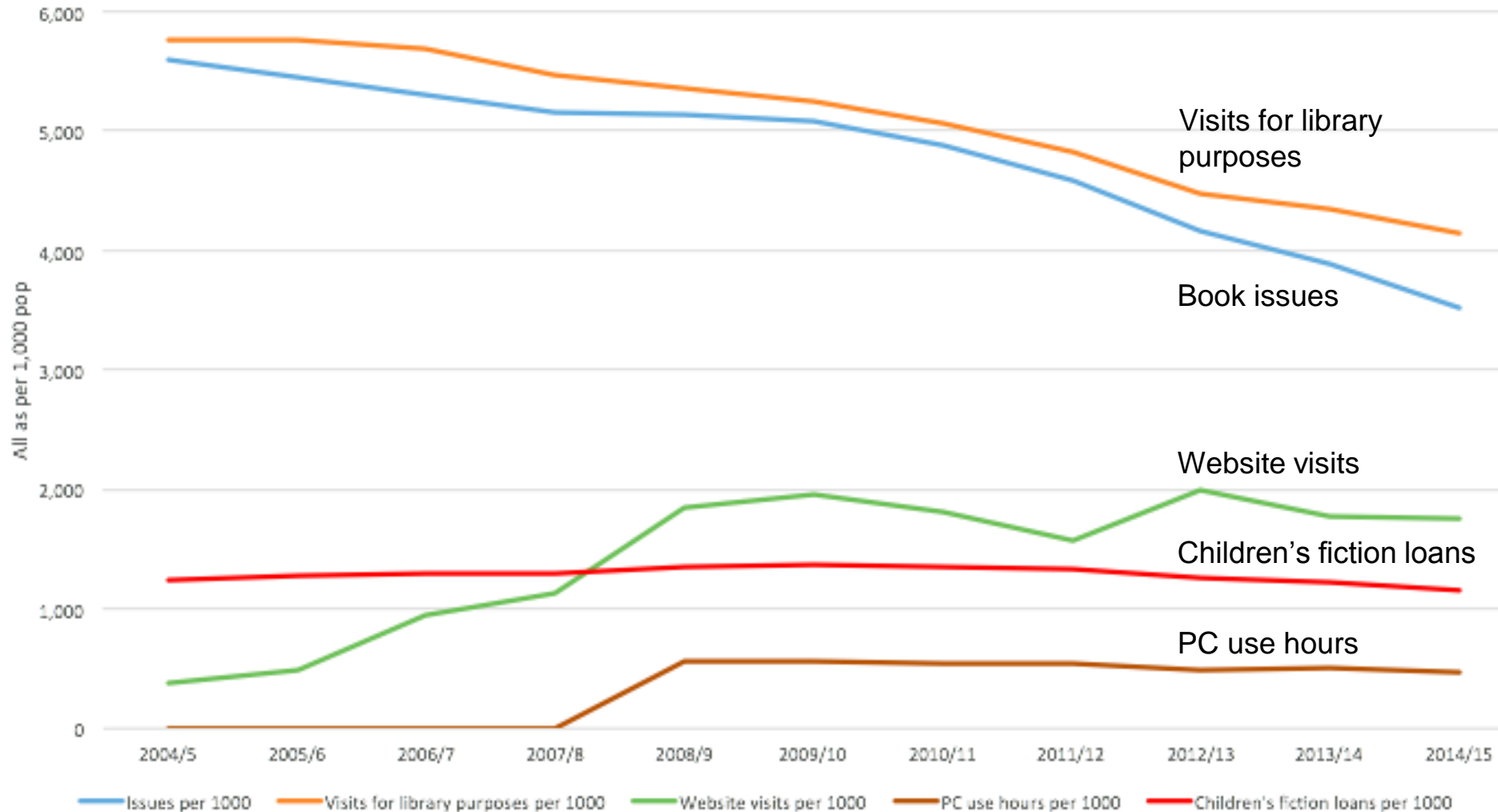
What can you do?

How can we help you?

Libraries Deliver: Ambition for Public Libraries in England 2016-2021

Why did we write it?

10 year trends in England - 2004/05 to 2014/15 (per 1,000 population)



But they are still well used...

211 million (physical) visits to public libraries in England in 2015/16

More than Premier League football matches, visits to A&E and the top 10 UK tourist attractions combined

86 million (digital) visits to library websites in England in 2015/16

Particularly as they are seen as...

non-judgemental

helpful

respectful

trusted

safe space

open to all

community
space

inclusive

Their reach
and coverage
is second to
none...



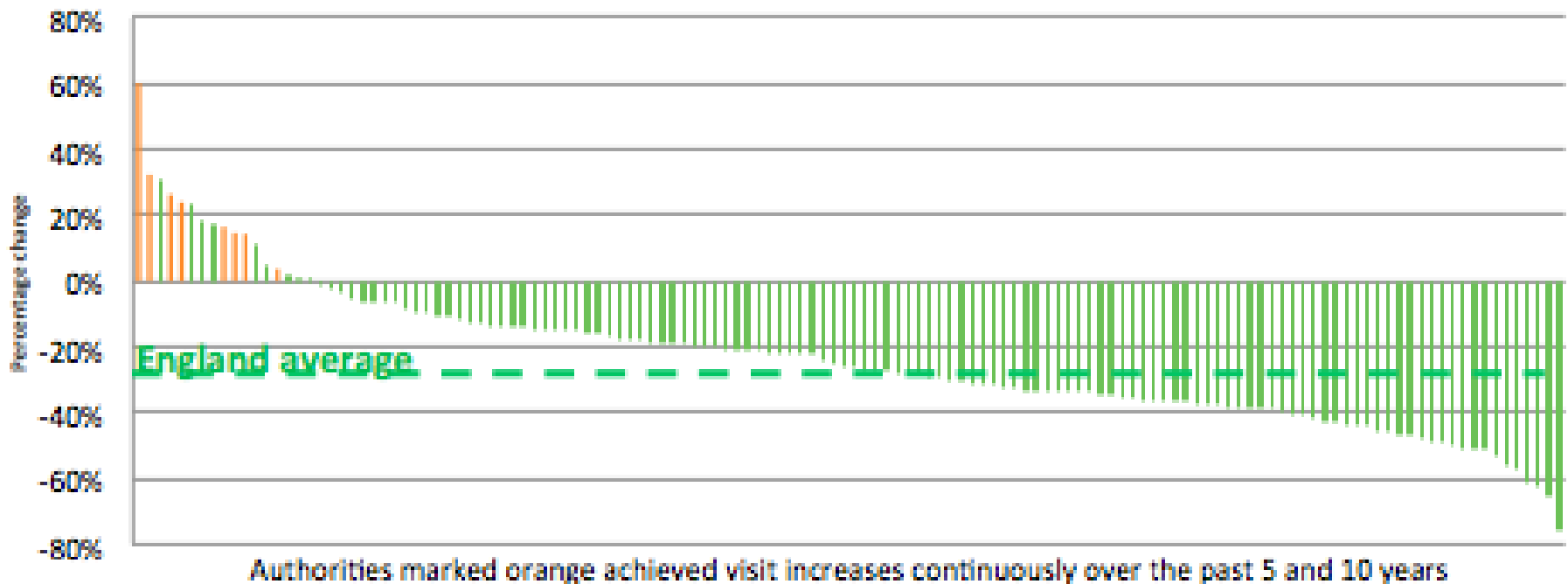
Their reach
and coverage
is second to
none...but we
are arguably
not exploiting
this valuable
service and its
assets



Talking about
reductions in
funding can
become an
easy excuse...



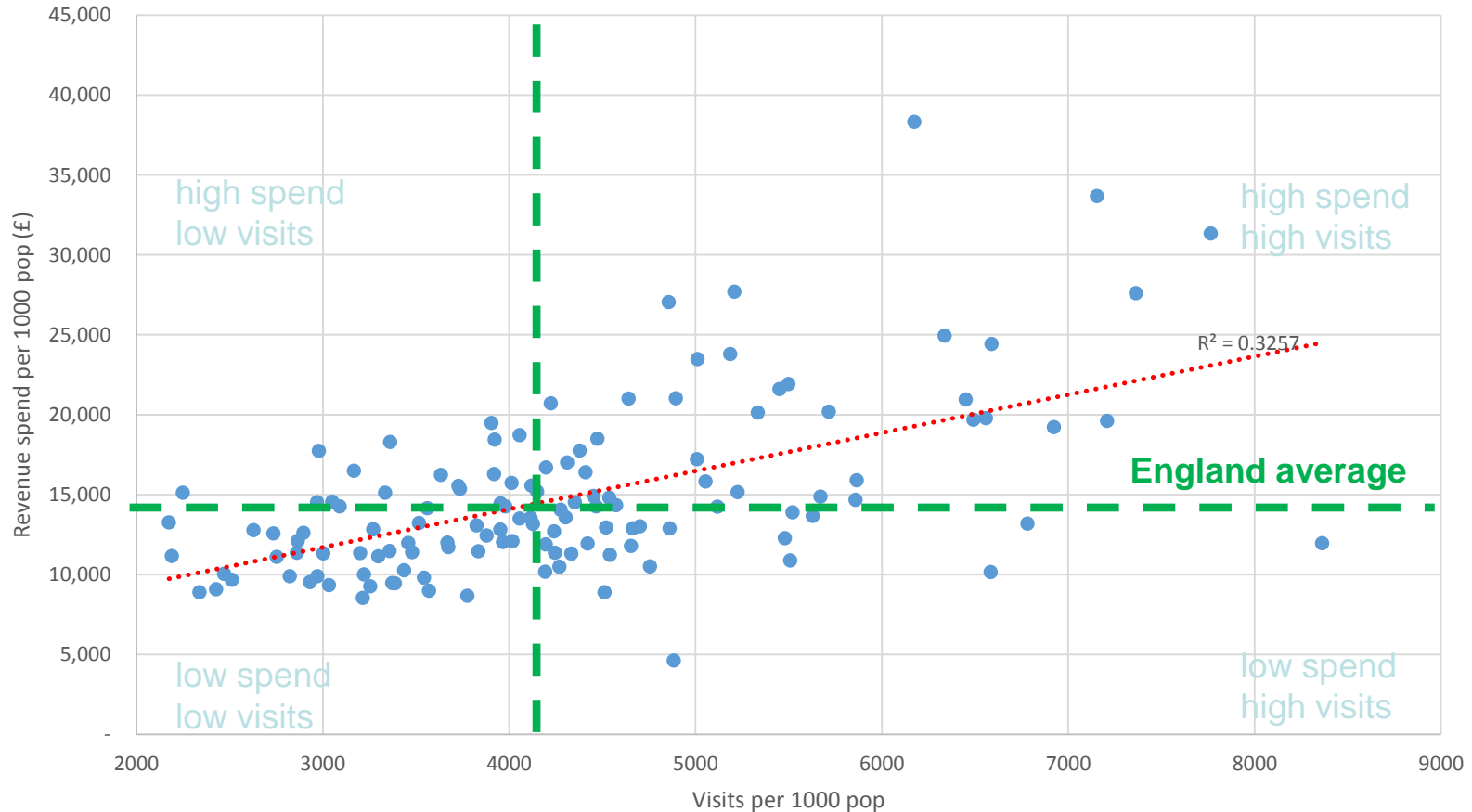
There is no average experience – 17 library services have achieved an increase in visits since 2004/05



Ten year percentage rise or fall in visit numbers (for library purposes, per 1000 pop) between 2004/05 and 2014/15. Data found for 134 out of 151 English authorities (excludes anomolous data for C of London, non-comparable new unitaries in Beds, and Cheshire)

While there is some relationship between visits and spend, it is weak – and again, there is wide variation

Relationship between visits and spend - based on 2014/15 spend
(complete data for 129 LAs, and two outliers omitted (LB Westminster, City of London))



What does Ambition cover?

Foreword

Statement of government support for
libraries through a joint foreword by:

Rob Wilson, Minister for Civil Society
[then Libraries Minister]

Cllr Ian Stephens, Chair, Culture,
Tourism and Sport Board, Local
Government Association

Executive summary

Covers all the main messages in the document

Encourage your colleagues to read this if they read nothing else!

Context

Reinforces existing usage and reach of libraries and what libraries have to offer

Describes the legal position (Foreword confirms DCMS intention to use their superintendence powers under 1964 Act)

Outlines the local government funding constraints

Vision

Libraries and the people working in them change lives:

Promoting **enjoyment** in reading and other cultural and creative activities

Raising **aspirations** and building **skills** so people can achieve their full potential

Actively sharing **information**, encouraging people to engage with, co-create and learn from each other

Providing trusted and practical **support** and advice to those who need it

Vision

Our ambition is for everyone to:

Choose to use libraries because they see clear benefits and positive outcomes from doing so

Understand what library services offer and how they can make the most of what's available to them

Be introduced to new ideas and opportunities, then given confidence and access to tools, skills and information they need to improve their quality of life

Receive trusted guidance through the evolving information landscape and build the skills needed to thrive in a changing world

Outcomes libraries deliver

Cultural and creative enrichment

Increased reading and literacy

Improved digital access and literacy

Helping everyone achieve their full potential

Healthier and happier lives

Greater prosperity

Stronger, more resilient communities

How we'll achieve this

Emphasises the importance at local level of:

Strong local leadership

Strategic planning, using common principles

Exploring all options to achieve resilient services

Cross-boundary working and partnerships

Co-creating services with the community

Developing the library workforce

**Library services (and
especially their
buildings) should not
be preserved in aspic!**

Action Plan

Action Plan: Taskforce

Make the case for investment in libraries: advocacy

Raise public awareness of what libraries offer

Identify and showcase good practice and support innovation

Support workforce development

Support development of the digital offer

Monitor and report on progress

Action Plan: Challenges

Challenges to central and local government and library services include:

Acknowledge and promote the role libraries play

Think 'Libraries First'

Use the guidance the Taskforce produces

Identify, share and adopt good practice

Explore and exploit all options before making service reductions

Some examples (in no particular order...)

Libraries have a role in place-making and can be a catalyst for regeneration



The Word, South Shields



Camberwell Library, Southwark



The Curve, Slough

Libraries can be co-located and integrated with other services



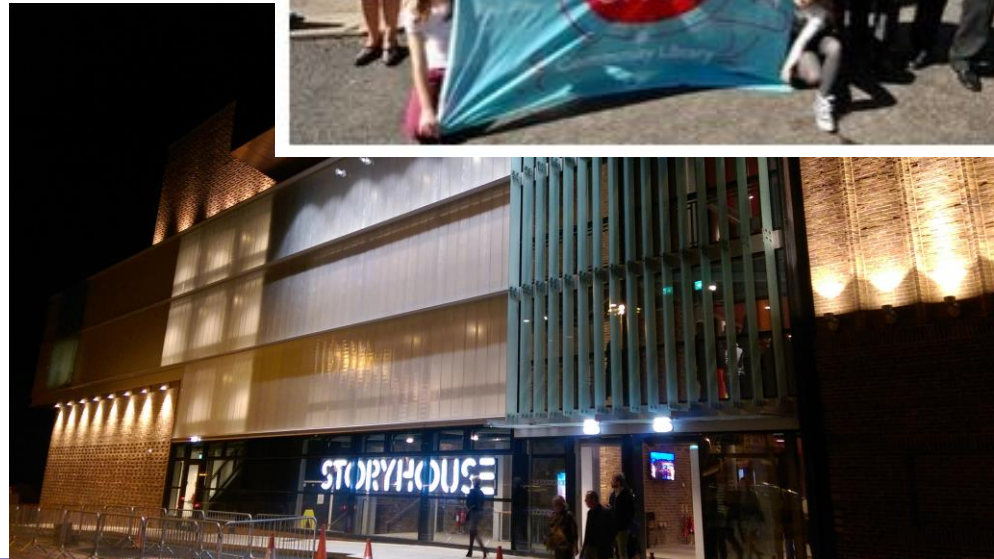
The Hive, Worcester
(academic library)

Newcastle (LA one stop
shop / housing assn)



Ashburton Library,
Devon (post office)

Storyhouse, Chester
(theatre)

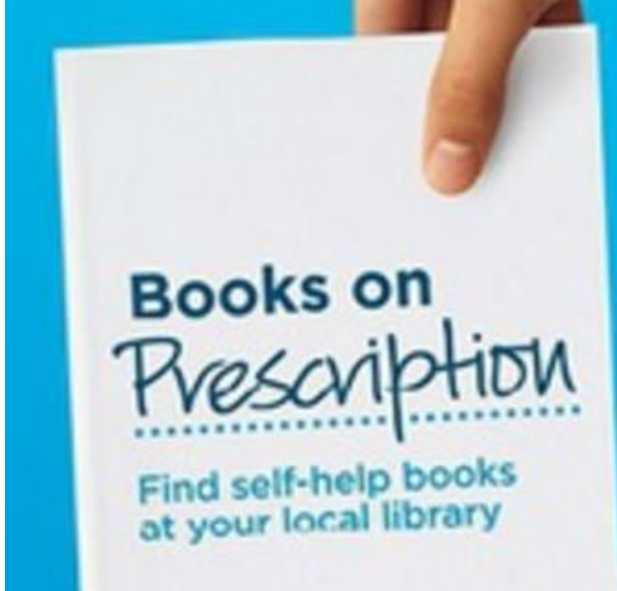


Libraries are
commissioned
to deliver
services for
others

BoP, Devon

Norfolk Healthy
Libraries

St Helens Cultural
Hubs



Charities, eg.
Macmillan, CAB
BFI Mediatheques
Google Digital
Garage



Libraries can share services, (eg. staffing, procurement of stock and library management systems, library cards); need to avoid 'bespokeism'



Libraries can
help create and
grow businesses

Business and IP
Centre Network

Greater Manchester
Big Ideas Generator

Wimbletech,
Wimbledon Library
(part of the Workary
network)



Libraries help
people build
skills and get
jobs

Poole Jobs Hub

Halton Libraries
Community
Pathfinders

Digital skills
training

Halton Libraries
Community Pathfinders



Job hunting?
Want advice on careers and training opportunities in Halton?
Halton Libraries can help!
Ask a member of staff for any advice.

Jobs Hub
Local help for local people

FREE help with:
Job searching
CV writing
Interview skills
Application forms
Jobs Board

Please drop in and see us.
No appointment necessary.

Email: poolejobshub@gmail.com
Tel: 07546511801

HALTON
BOROUGH COUNCIL

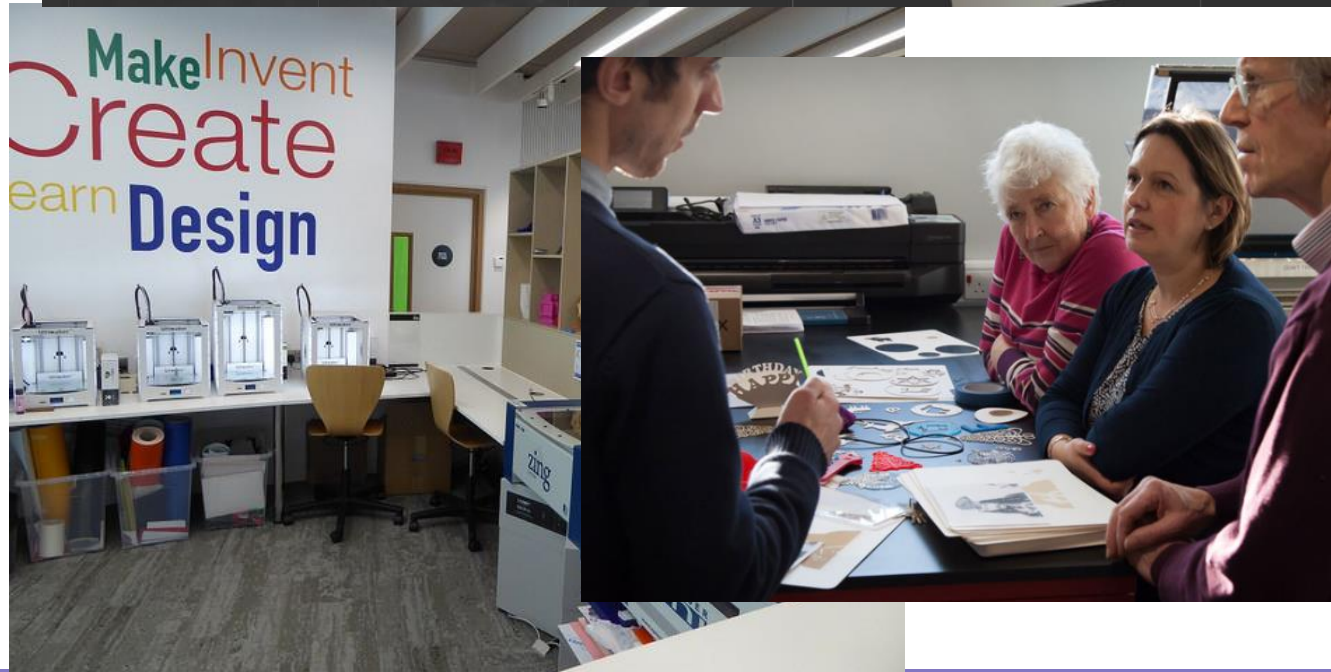


Libraries can develop new services like Makerspaces

Glass Box,
Somerset

FabLab, The
Word, South
Shields

Exeter Library
FabLab



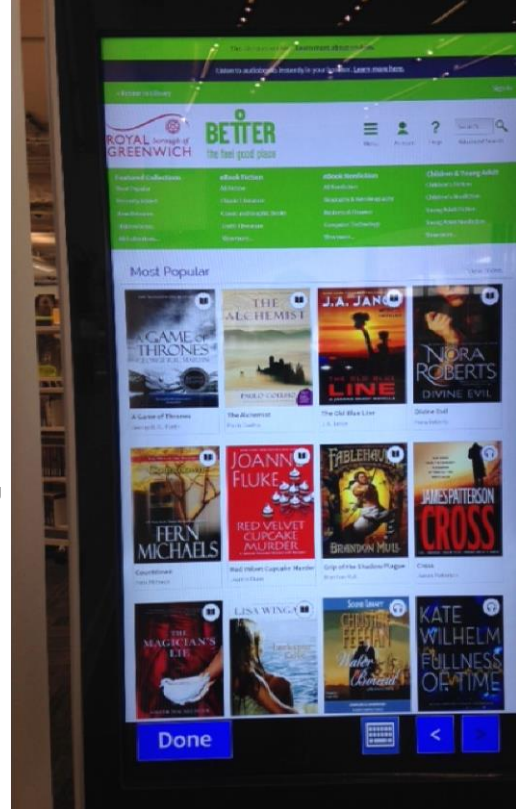
Libraries can
exploit new
technology

E-lending of books,
magazines, etc

Online services

Self-service kiosks

Open+ (consider
equality of access;
health and safety)



Libraries can encourage volunteering to augment paid staff



Accreditation programme, Staffordshire

Code club, Manchester

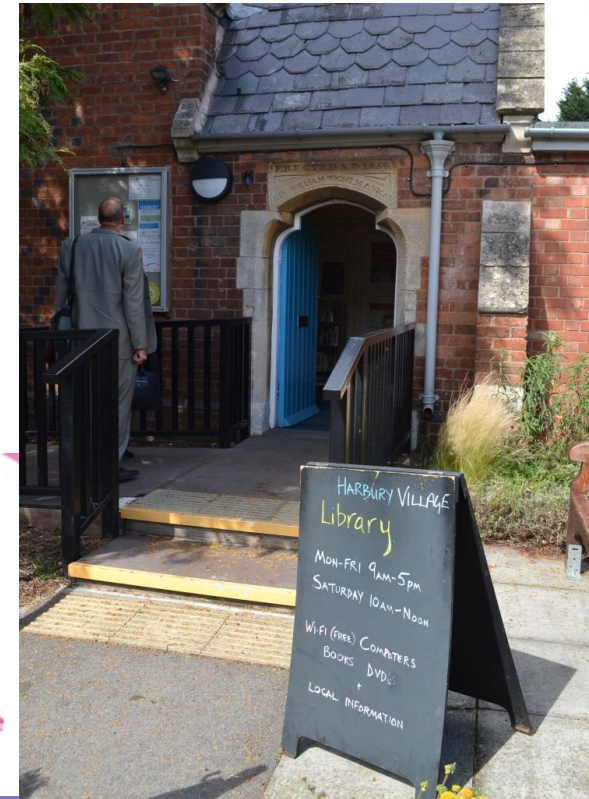
Barclays Digital Eagles



Libraries can explore different delivery models

Library mutuals/trusts (eg. Suffolk, York, Devon) or cross-sector (eg. First for Wellbeing, Northants)

Community managed libraries



Libraries can
explore income
generation

Shops incl products
based on collections

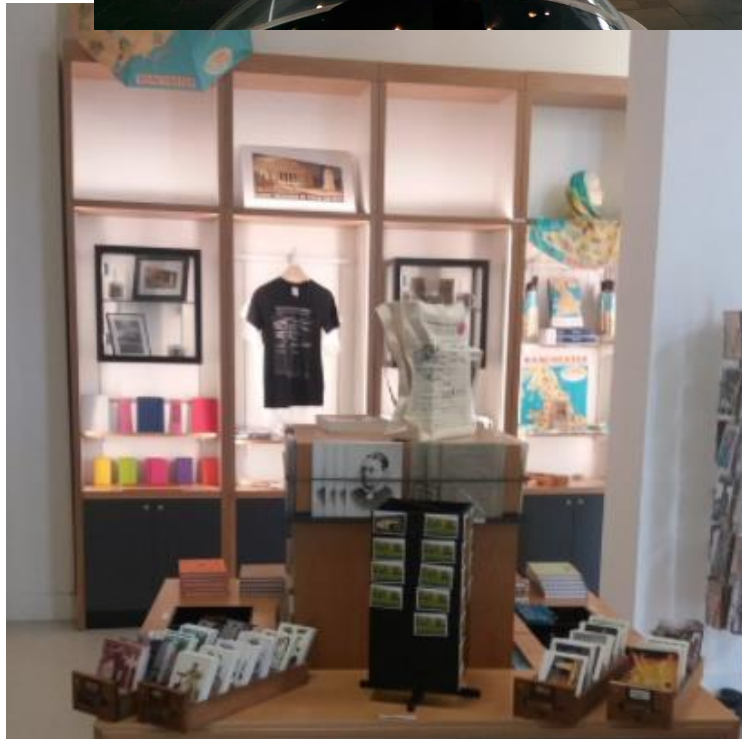
Cafes

Renting meeting
rooms

Events / exhibitions

Sponsorship

Crowd-funding



What can you do?

What can you do?

Be an ambassador for library services

Promote Ambition through your networks

Use our toolkits / assets and provide feedback

Learn from others / adopt good practice

Deliver on the Challenges we've set you

How can we help you?

Tell us how can we help you...

...to be ambassadors for Ambition and library services with colleagues, partners, the public?

...and your organisation to share and adopt good practice and use the guidance we produce?

...overcome barriers and deliver on the Challenges we've set?

Any Questions?

Email: librariestaskforce@culture.gov.uk

GOV.UK: <https://www.gov.uk/government/groups/libraries-taskforce>

Blog: librariestaskforce.blog.gov.uk

Twitter: @LibTaskforce #LibraryAmbition

Libraries Deliver: Ambition

<https://www.gov.uk/government/publications/libraries-deliver-ambition-for-public-libraries-in-england-2016-to-2021>