PUBLIC LIBRARIES IN THE 21ST CENTURY

Chris Batt, OBE CEO MLA
Adie Batt, Head of Libraries, London Borough of Croydon
Agenda

• Current development work
• Case studies in service delivery
• The shape of the future library
The Facts

- Public policy priority since 1850
- 149 library authorities
- 3,474 library service points
- £912m annual expenditure
- 21,000 staff
- Used regularly by 50% of population
Framework for the Future

Report from the Minister of Culture

10 year programme to transform England’s public libraries

National intervention to improve local services
Framework for the Future

£10m funding over five years
Framework for the Future

Public Library Improvement
Books, reading and learning
Community Place
Digital Citizenship
Public Library Improvement

National standards
Peer review and efficiency
Leadership development programme
Strategic marketing
Leading Modern Public Libraries: Multi-layered programme

- Heads of Service
  - Chief Librarians
- Senior Managers
  - with service-wide responsibilities
- Future Leaders
  - with the potential to be leaders
The programme
• contributed directly to improving the quality of leadership skills of participants and
• contributed indirectly to enhancing workforce skills
• equipped participants with an awareness of how to deliver a clear vision for improving services
Leading Modern Public Libraries: Participant feedback

• Most cited aspect:
  – increased motivation & confidence

• New Heads of Service:
  – “it came at just the right moment”

• Experienced Heads of Service
  – “I got new ideas to develop myself, my service & my staff”

• Senior Managers
  – “it renewed my commitment & sense of purpose”

• Future Leaders
  – “I feel more confident and aware. I feel invested in by my service and appreciate that”
Leading Modern Public Libraries: Library Leaders are Transformational

• In comparison with leaders in other parts of local government, public library leaders on the whole display stronger Transformational Leadership behaviours

• Library leaders have the same Transformational Leadership strengths as leaders in other parts of local government; schools; the NHS; and central government and share the same development needs

• BUT they lack confidence in their own abilities, and that lack of confidence is often transmitted to their bosses
The Little Book of Public Libraries
There are 3,200 English public libraries…
12.4 million or 25% of us use them…
to borrow 289 million books…
and 35 million audio visual items.
Books, Reading and Learning

READING AS A LIFE SKILL

• A public policy agenda
• Bibliotherapy
• Reading groups
• Bookstart
The People’s Network

£100m: ICT learning centres in all public libraries

£20m: ICT training for library workers

£50m Digital content creation
Learning centre statistics

32,000 terminals installed
Led the broadband revolution
Attracting new visitors to libraries
<table>
<thead>
<tr>
<th>Count</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>200,000,000</td>
<td>hours free Internet availability</td>
</tr>
<tr>
<td>50,000,000</td>
<td>user sessions</td>
</tr>
<tr>
<td>100,000</td>
<td>back into learning</td>
</tr>
<tr>
<td>250,000</td>
<td>gained new skill</td>
</tr>
<tr>
<td>400,000</td>
<td>IT training sessions</td>
</tr>
<tr>
<td>40,000</td>
<td>got new jobs</td>
</tr>
<tr>
<td>200,000</td>
<td>supported community activity</td>
</tr>
<tr>
<td>100,000</td>
<td>made new friends</td>
</tr>
</tbody>
</table>
“It has opened the door for me – I now feel confident enough to learn”
Case Studies in Service Delivery
Community Place
Community Place

THE HEART OF THE COMMUNITY

• Aligning the service to local need
• Hours of opening
• Books and other resources
• A quality place to go
Love Libraries

• National Programme
• Makeover in 12 weeks
• Richmond
• Newquay
• Coldharbour, Kent
• www.lovelibraries.co.uk
Actions taken

- Professional shop designers
- Remove barriers
- Reduce size of counter
- Bookshop look and feel
- Remove clutter
- Redecorate and new stock
- Community engagement
- Big exercise in branding
The section outlines how we can deliver public spaces whose designs meet the demands of the twenty-first century. It considers where we are starting from and what we should be aiming for, what is good design, and what action needs to be taken to deliver better design.
Lottery awards £80m for new libraries
Development Agency
The London Boroughs
London Borough of Croydon

- Largest London borough
- 342,700 population
- Major shopping & business centre
- Prosperous areas in the south of the borough
- Greater social exclusion in the north
Social Profile of Croydon

• 36% of the population is from black and minority ethnic communities
• 85 languages other than English spoken
• Increasing numbers of refugees and asylum seekers
• Low literacy and numeracy levels
• High annual birth rate of over 4,700
Croydon Libraries

- Central library
- 12 branch libraries
- Tourist Information Centre
- Local Studies Library and Archive
- Mobile library
- Home Library service
- Community outreach
Central Library

- Central Library
- Clocktower centre
- Museum, arts, cinema
- Opened 1993
- Busiest library in London
- 1,033,410 visits in 2006/07
Croydon Libraries 2006/07

- 1,587,986 items issued
- 2,198,234 visits
- £4.6 million budget in 2007/08
- 137 fte posts (238 people)
- 48,088 attendance at under fives activities
Bookstart

- Partnership between libraries, Health Visitors and Early Years
- Free packs of books 8 months, 18 months and 3 years
- Bookstart babies do better
  - …children who have an early introduction to books benefit educationally, culturally, socially and emotionally’
Links with Baby Clinics

- Regular contact with Baby Clinics
- Socially inclusive service
  - 4,627 Bookstart bags
  - 98% babies in Croydon
- Invitation to Rhymetime
Baby Rhymetimes

- Foundation of literacy
- Rhyme, rhythm and repetition
- Delight in language
- Parents as first educators
Bookstart Plus

- Pack given at 18 month health check
- Invitation to the library
- Wiggle & Jiggle extended play session for children aged from 18 months to two and half years
- Songs and rhymes focusing on physical movement and co-ordination
Bookstart Book Crawl

• Summer reading challenge for babies
• Promotes library membership
• Encourages book sharing
• Encourages repeat visits
  – 875 babies and toddlers took part in summer 2006, sharing 4,162 books
Bookstart Treasure Box

- Box of books
- Invitation to library
- Delivered in Early Years settings
- Partnership working
- Meet-a-minder sessions
- Working with families
Level of success

2000  8,132

2006  48,088

(500% increase)
Promoting Reading

- Book Trail
  - 52,732 books read
  - 5,976 enrolled
  - Incentives
  - Certificates

- Chatterbooks

- Family Reading Groups
Families

- Supporting Key Government priorities
- Every Child Matters
- Every Parent Matters
  - ‘One of the most important things a parent can do to boost the educational chances of their children is to read to them.’
- Getting the blokes on board
Families love libraries

- Local Consultation
  - Postcards, stickers
  - Clear message - libraries are family friendly
  - Local feedback
  - National advocacy booklet created
  - Promotional Posters
“a great place to come, share books with your children and find out about their interests”
Families

- Arty Crafty sessions
  - Parents learning new skills
- Keeping up with the children classes
  - ICT learning
  - Numeracy
- Youngest baby to join the library
  - Annual competition
  - Mayor presents prizes
  - Reassurance and welcome
Working with Schools
Working with schools

- **Class visits**
  - 295 visits to library
  - 7,990 children attending
  - Librarian visits to schools - 184
  - Children attending sessions - 220,673
  - Primary schools traditionally good take-up

- **Booked up: free books for 11 year olds**
  - Website [www.bookedup.org.uk](http://www.bookedup.org.uk)

- **E-Admissions**
  - Selection a school online
Young People – policy context

- Fulfilling their Potential
- Priority for national and local government
- What are we doing to engage, consult and provide relevant services for young people?
- Challenge for all services
Young People

• Different groups
  – Learners; carers; parents; leisure time; workers; in school; excluded from school; creative; bored

• Do something
  – Different communities
  – Engagement and delivery leads to staff confidence
  – Learn from each other
Young People

• Homework Help Clubs
  – 4 clubs
  – Dedicated staff
  – PCs, books, e-sources
  – Average weekly attendance 189
  – Targeted groups
    • Looked-after children
    • Carers
Young People

• Teen ticket
  – 12-15 years
  – PC access
  – Free reservations
  – Low overdue charges

• Teen Summer Reads
  – Incentives
  – Relevant titles
Young People

- Consultation about new libraries
- Focus groups
- Stock selection – new CDs
- Employment as Auxiliary Assistants
- Work experience
Young People: Good practice

• 20 Book Bars
  • Bright, lively places
  • Young people can relax, try new books
  • Young people involved in setting them up, design, marketing, being Book Waiters, selecting books to be ‘served’

• Staff selection

• Writer/reader mash-up seminar
  • ‘young people are finding new ways both to tell their own stories and relate to writers. The digital revolution is creating different kinds of reading and writing communities. How are we responding to this new dynamic?’
Basic Skills

- 5.2 million adults have a low level of reading skill
- High priority for the government to increase literacy
- Importance of reading for pleasure
- Learning beyond the classroom crucial to improve life chances
- People need motivation or reason to tackle their lack of skills
- Libraries playing an important role
Basic Skills: Get On

- National campaign
- Get rid of your gremlins
- Get On collection
- Working with providers
- Presentations in adult literacy classes
- Children’s services and local studies libraries great attractor
Skills for Life

• Londoners Need to Read project
  – Demonstrated value of learning in libraries, museums and archives
  – Compact for assessing provision
  – Improvement Plan

• BBC RaW
  – Partnership between libraries and BBC
  – Emergent readers
  – Resources
  – Level of engagement
  – Bookstart packs
Skills for Life

• **Staff ownership**
  – Focus for all levels of staff
  – Skills for Life ‘rep’ in each service point
  – Basic skills awareness training
  – Level 2 Adult Learner Support training

• **Service Plan**
  – Targets and action plans from Compacts
  – Activities incorporated into other programmes e.g. Rhymetimes; staff induction
  – Stock promotions
  – New resources
    • Quick Reads
    • Max and Lara
Family Learning Week

• Priorities of families, supporting learning, Skills for Life, partnership working, teenagers

• Family Learning Week
  – Shopping centre promotions
  – Footie competition
  – Dr Who scripts
  – Prize-giving event in library with Dr Who scriptwriter
Online Library
Online Library

- Reference Online
- Greater access to library resources 24/7
Your questions answered online

Enquire

www.peoplesnetwork.gov.uk
search results - details

Showing 1 of 237 results.

< previous result  next result >

· Roman earthenware - photo of mixed pottery

Photograph: A jug
Information Source: Alfred Stevens, Oxford
Creator: Dorset Coast Digital Archive
Categories and Keywords: Topography
Website: www.peoplesnetwork.gov.uk/roman/images/vases.jpg

< previous result  next result >
The Shape of the Future
Library
Public Library Vision

- Online Library
- Public Library
- Development Agency
- Community Place
Role of the modern public library

Core services

Radical vision

Challenge

Common purpose

National campaign

“A Blueprint for Excellence
Public Libraries 2008-2011

“Connecting People to Knowledge and Inspiration”
A NARRATIVE
• Shared mission
• Evidence & research
• Advocacy

COMMUNITY FOCUS
• Sense of place
• Target audiences
• Wider engagement
• Learning and skills for life

INFRASTRUCTURE
• Fit-for-purpose buildings
• Workforce
  • New skills and competencies
  • Culture of change and innovation

GOVERNANCE
• Local management
• National offers
• Consumer focused
  - Single ticket and regs
  - 24/7
Organisation Behaviour

• Clarity on national, regional and local roles
• Partnerships
• Collective working
• Consumer focused
• Citizen involvement
Reinventing the Librarian

• Mixed discipline teams
• Radicals, risk takers
• Reflective, thinking about the future
• Passionate advocates
• Knowledge managers and gatekeepers
• Committed to improvement
Public Libraries Change Lives

• Public libraries have always provided solutions to people’s problems
• They can adapt to changing needs and behaviours
• Knowledge and understanding of the world makes individuals better citizens
• Better, more confident citizens, make better communities
www.mla.gov.uk