IFLA Public Libraries Satellite

IFLA Public Libraries Satellite:
Public library futures in a global digital world

12-13 August 2014
Library of Birmingham, UK

"Thinking innovatively, acting collaboratively and managing creatively"

IFLA Public Libraries Satellite: "Public Library Futures in a Global Digital World"

13/8/14

Janene Cox

Commissioner for Tourism and the Cultural County

(Staffordshire County Council)

Society of Chief Librarians

SCL Leading and Managing Public Libraries

SCL : Who are we/ what do we do?

Heads of Library Services

Leaders

Shaping the agenda

Drive Development

Experts

Knowledgeable

Networked

Drive Improvement

Influencers

SCL Leading and Managing Public Libraries

The Brief for Today

- "Provide a view of the current landscape which Public Libraries are operating within – The challenges and the opportunities – and the response from the sector which has been led by SCL"

- "It was the best of times, it was the worse of times"

Charles Dickens

Where are we now?
The National Picture

- The Deficit
  - The public sector will be 25% smaller in financial terms by April 2014
  - Potentially a further 25% by April 2018.

- Localism and Personal Responsibility
  - Devolution to Councils and Society
  - Local political leadership 'member led'

- Accountability
  - Accountable to communities not Central Government.

SCL Leading and Managing Public Libraries

Where are we now?
Libraries

In England since 2006/ 07 ……

- Book issues have fallen by 17%
- Visits have fallen by 17%
- Net expenditure has fallen by 11%
- Total fte staff reduced by 26%
- Since 2009/10 – 244 service points have been closed
- According to CIPFA 290 libraries in England are now operating as community managed/ community supported/commissioned community libraries in 2012/13.

And the good news…..

- At least 24 people visit a library and 17 books are borrowed every second

- We are the top rated service in the public sector for satisfaction.

- We supported 2 million people online.

- There are 22,187 volunteers within the public library network

- During 2013 Liverpool and Birmingham opened new libraries and Manchester will follow in March of this year.

- Many more will be re-furbished, re-sited and their service extended.

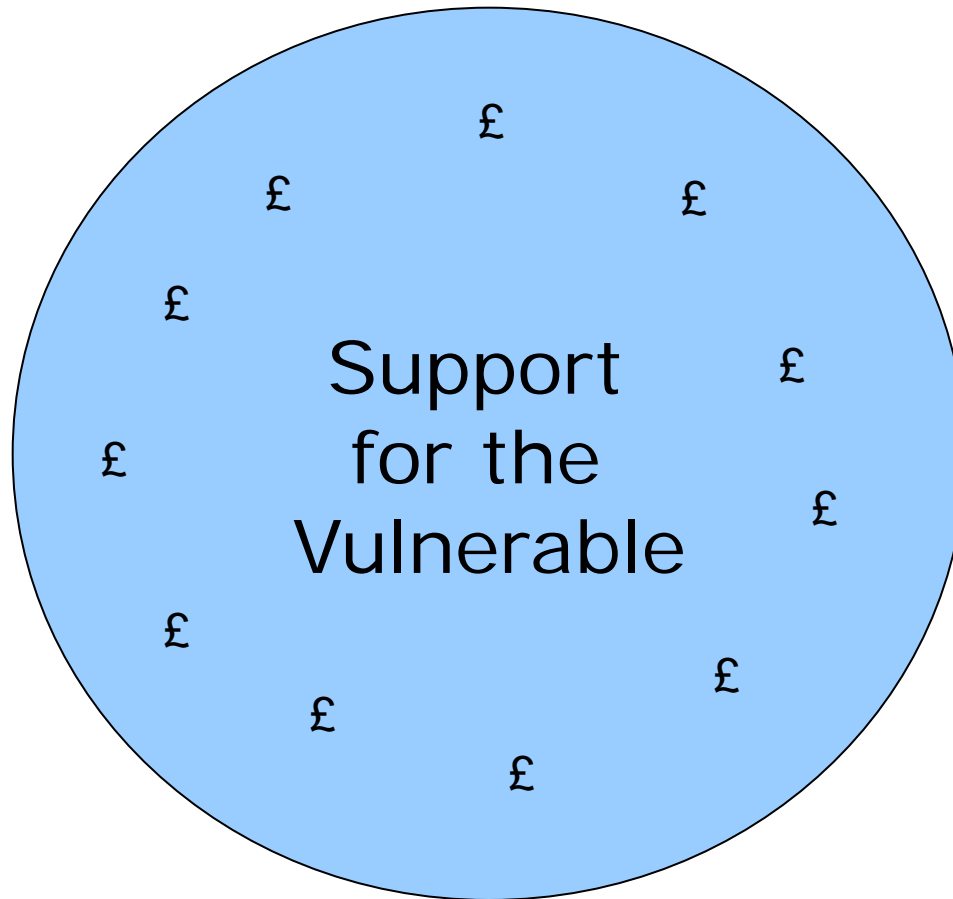SCL Leading and Managing Public Libraries

So what do our communities want?

By 2033 communities want to be:

- Healthy and well enough to enjoy life
- To be 'connected' to friends and family
- To be able to afford the lifestyle that they believe they and their family deserve.

'LGA Funding Outlook for Councils 2010/11 – 2020'

£ £ £ £ £ £

Support for the Vulnerable

£ £ £ £ £ £

The four Universal Offers cover the four key areas of service which our customers and our stakeholders see as being integral to a 21st century library service.

Digital offer

Recognises that the development of digital services, skills and access underpins so much of a 21st century library service – and it supports and enables the delivery of all of the Universal Offers.

- Free access to the Internet for every customer (for a minimum period of time)
- Clear and accessible online information about library services
- Staff trained to help customers access digital information
- Ability for customers to join online
- Ability to be contacted online/via email for answers to customer enquiries
- 24/7 access to services through a virtual library presence
- Ability to reserve & renew items remotely via an online catalogue

Health offer

New national strategy expressing public library contribution to the health and well-being of local communities

- Books on Prescription
- Provides a network of local hubs offering non-clinical community space
- Community outreach supporting vulerable people
- Expert staff with local knowledge
- Assisted online access
- Public health promotion activity
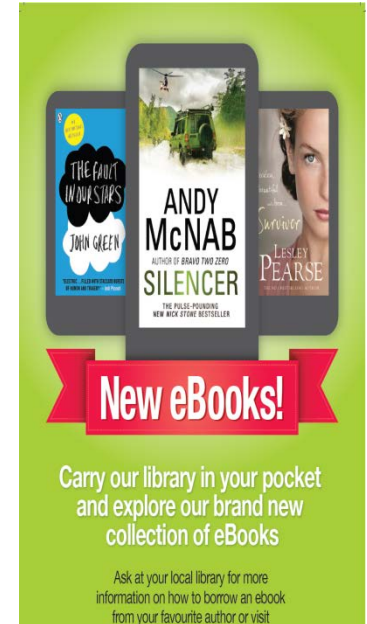
The Universal Offers

Information offer

The focus of the offer is on libraries role in supporting people to access information and services online in life-critical areas such as careers and job seeking; health, personal financial information and benefits. Central to this offer is helping people to use vital government online information and services.

- Supports people to access information and services online in life-critical areas such as careers and job seeking, health, personal financial information and benefits.
- Brings together government and non-governmental sources of information, which have been researched by information professionals in public libraries, giving a level of quality assurance to the user.
- Ensures that public library staff and volunteers are continually developing their skills to provide help to people accessing information and services.

Reading offer

This is a strategic planning framework which enables us to develop, deliver and promote reading services within libraries. This offer sets out what public libraries will offer in order to provide a modern reading service within a local community.

- Builds on public demand for a lively and engaging reading offer with reading groups, challenges, promotions and author events, alongside public engagement opportunities services for specific audiences such as families and the blind and partially sighted.
- Offers free books and reading resources
- Offers free community space
- Provides supported online access
- Provides services for targeted audiences

Key Successes

- E-lending Panel/Pilots

- Health Offer/Books on Prescription

- Information Offer/Workforce Development

- Digital Leadership Skills

- Digital War Memorial

- Relationship Management

SHARED INTELLIGENCE

The Society of Chief Librarians
DIGITAL LEADERSHIP SKILLS: OVERVIEW

a report by Shared Intelligence

JULY 2014

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Public Libraries

The Universal Officers What they do for us:

- A vision for the future

- Demonstrate our contribution to those wide public policy objectives

- A shared platform to develop new initiatives, skills and expenses of the workforce and share costs and resources.

What are the opportunities?

- To share best practice

- Library leaders at the forefront of the emerging localities agenda

- William Sieghart's independent report:
  - Digital
  - Advocacy
  - Workforce development

- Public Health

- Assisted Digital/Digital by default

"Advocacy isn't a campaign it's a way of life"