

Manchester Libraries – Renewal Programme



MANCHESTER
CITY COUNCIL



The United Kingdom



North West – 7.2m



Greater Manchester – 2.7m



Manchester



Facts and Figures

Population – 520,215 – 19% in 10 yrs

6th Largest UK City

Ethnicity – 66% White – 34% BAME

50 mile radius – 11.4 million people

76,095 Students

4th most deprived council

11.9% unemployment

Football City



Library City



Vision for Manchester

A world class city as competitive as the best international cities –

- That stands out as enterprising, creative and industrious
- With highly skilled and motivated people
- Living in successful neighbourhoods where prosperity is environmentally sustainable
- Where all our residents can meet their potential, are valued and secure.

Library Strategy

Support council priorities – Growth,
Reform and Place

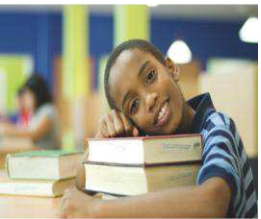
Vital role in local community

Review the quality of the physical

Identify partners

Volunteer opportunities

Identify funding



Context - Manchester Libraries

- Central Library
- 15 Neighbourhood Libraries
- 6 Community Libraries
- HMP Manchester Library
- Greater Manchester County Record Office / Archives
- 24 hour virtual Library
- Books to Go Service



Strategic context – Physical

2008 Library Strategy – Tiered and Layered – refreshed every two years

- Review of existing locations – district centres, transport, corner plots
- Identify potential partners and funding
- No more stand alone libraries
- Design principles – glazed frontage, flexible space and retail approach
- New technology – RFID, customer self service, Wifi
- Customer offer – learning, reading, health, information, digital and cultural – for all ages – lined to Council priorities
- Political and community support

Neighbourhood Libraries

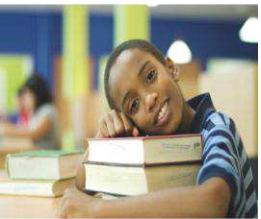
- Now only 5 stand alone buildings
- Co-location, co-location, co-location
- Manchester Adult Education Service
- Leisure – Greenwich Leisure Ltd
- Academies
- Manchester College
- Youth Hub – Moss Side

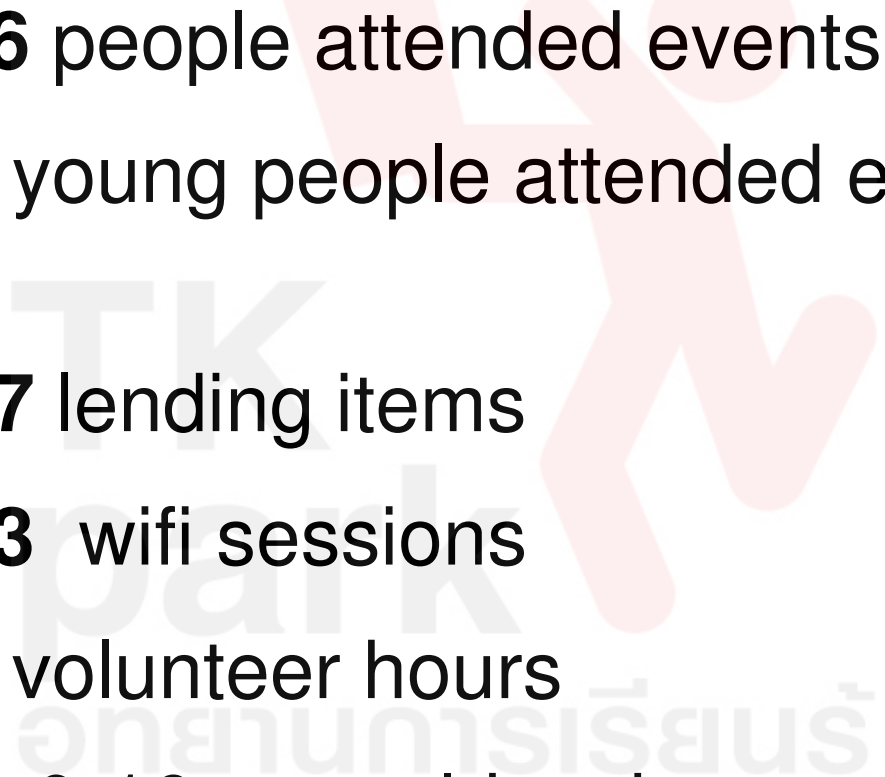


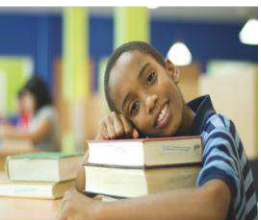
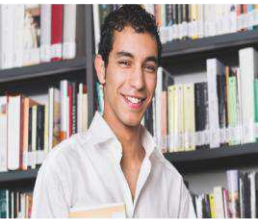
Manchester Libraries



- **2.7million** visits per year
- **1.3 million** book issues per year
- **464,980** PC sessions per year at **600** public facing PCs
- **109,712** active library book borrowing members
- **15,475** benefits validations



- 
- The image features a large, faint watermark of the TK park logo in the background. The logo consists of a stylized pink figure of a person jumping or running, with the letters 'TK' above it and the word 'park' below it. Below 'park' is the Thai text 'อุทยานการเรียนรู้' (U-ta-ni Kan-rue-ai).
- **115,196** people attended events
 - **19,565** young people attended education events
 - **844,867** lending items
 - **195,083** wifi sessions
 - **17,140** volunteer hours
 - **25,015** 0-16 year old active members



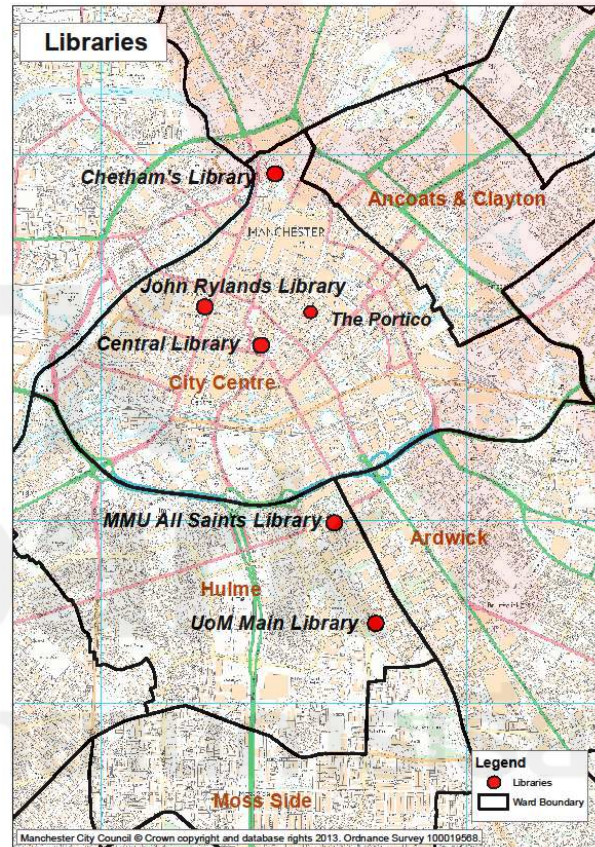
Children and Access to Services

- **Class visits with schools**
- **Author visits**
- **Reading Groups**
- **Holiday activities**
- **Summer Reading Challenge**
- **Targeted engagement**
- **Weekly storytimes – under 5s**

Children and Access to Services

- **Bookstart gifting programme**
- **Homework resources and clubs**
- **Dedicated PCs for young people**
- **Digital Children's Libraries**
- **Tech Petting Zoos**
- **Coding Clubs**

Manchester – Library City



Manchester Libraries

- First local authority public lending and reference library – 1850 Public Libraries Act



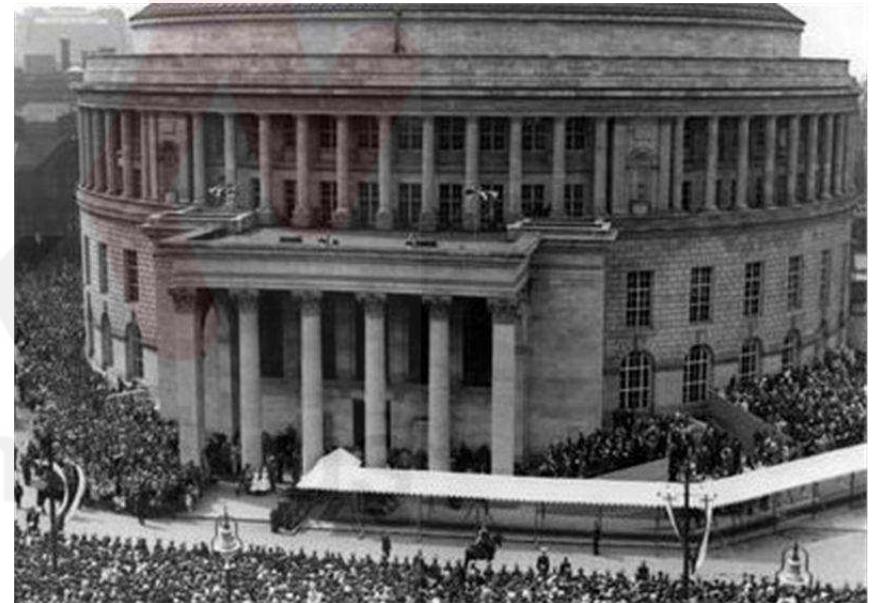
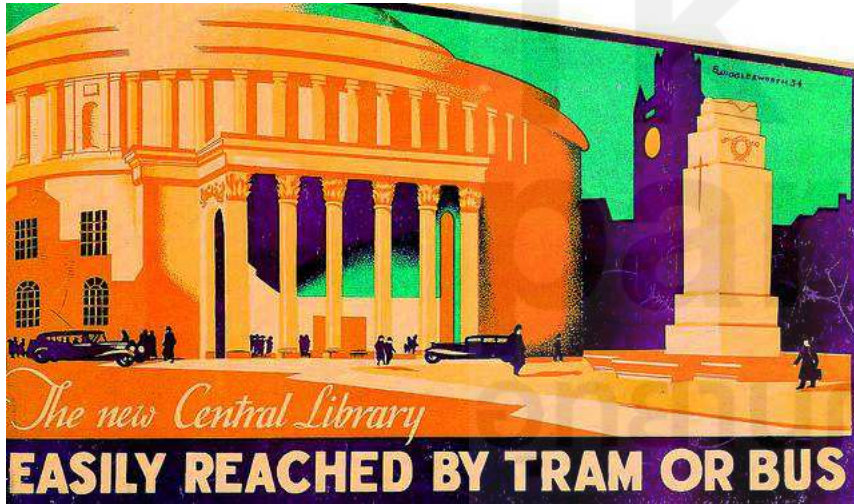


Campfield Library, 1852 (m64380)



Town Hall Complex and Central Library Transformation.

- A major programme of refurbishment and transformation. It includes the Town Hall Extension, Central Library, Library Walk and St Peter's Square.
- Major refurbishment of Central Library iconic and much loved building and cultural venue for residents, communities & visitors



Decant

- Identify all RB & MSS pre 1850
- City Library
- Saltmine
- Retrospective cataloguing – online
- RFID Tagging

New Central Library service concept

- New services and new audiences
- 70/30 not 30/70 - accessibility
- A refurbished and restored Central Library
- Commitment to Special Collections
- One integrated Archive Centre of Excellence
- Extended to Town Hall Extension
- The Library as the 'Third Place'- The City's Living Room, Study and Treasure Trove
- Key cultural destination

The City's Living Room – a Flexible, Third Space to

- Meet, learn, share, explore, read – a trusted place to spend time
- Improved access to space and collections
- Brighter and more exciting place and a cultural destination
- Respect what we have – restore architecture
- Engage communities from all ages and backgrounds



Customer Offer

- Reading for pleasure
- Chinese and Community Languages
- Diverse collections – Race Relations Resource Centre / LGBT Health Information and Books on Prescription
- Children’s Library – Digital – Secret Garden
- Youth offer and gaming zone
- Lending library 100,000 items
- Reference Collections 300,000 items
- 170 PCs including I-Macs and gaming



Customer Offer

- Information and Business Services incl partnership with BL
- Henry Watson Music Library
- Archives + (printed, film and digital)
- Transforming service delivery through use of ICT incl Media Lounge and People's Network
- Conference facilities (links with Manchester Central)
- Performance and Cultural Programme – Arts Council

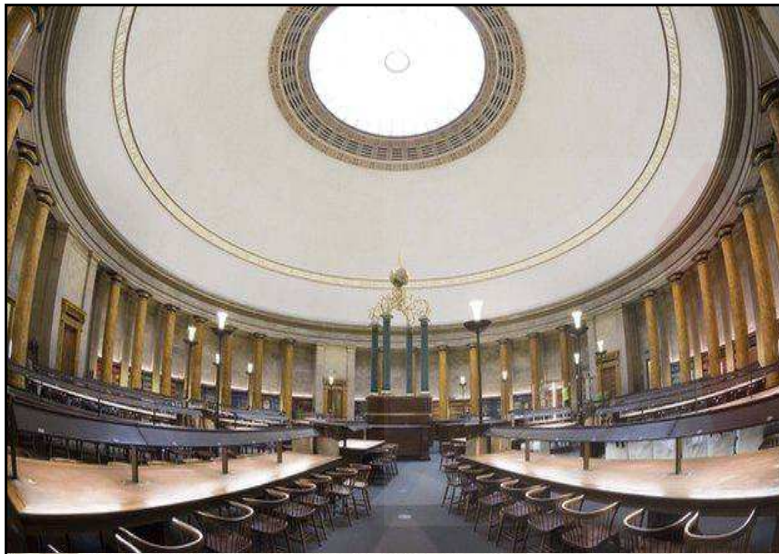


Target Audiences

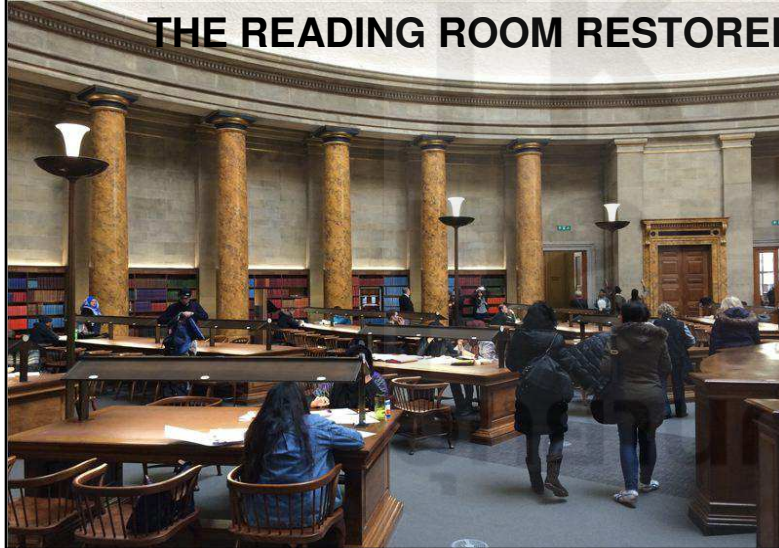
- Schools (KS2, KS3, KS4)
- Young People
- Families
- BME communities
- Place based communities
- Communities of Interest
- Heritage Tourists
- 2 millions visits per year – 8000 per day

ORIGINAL: Respect What We Have

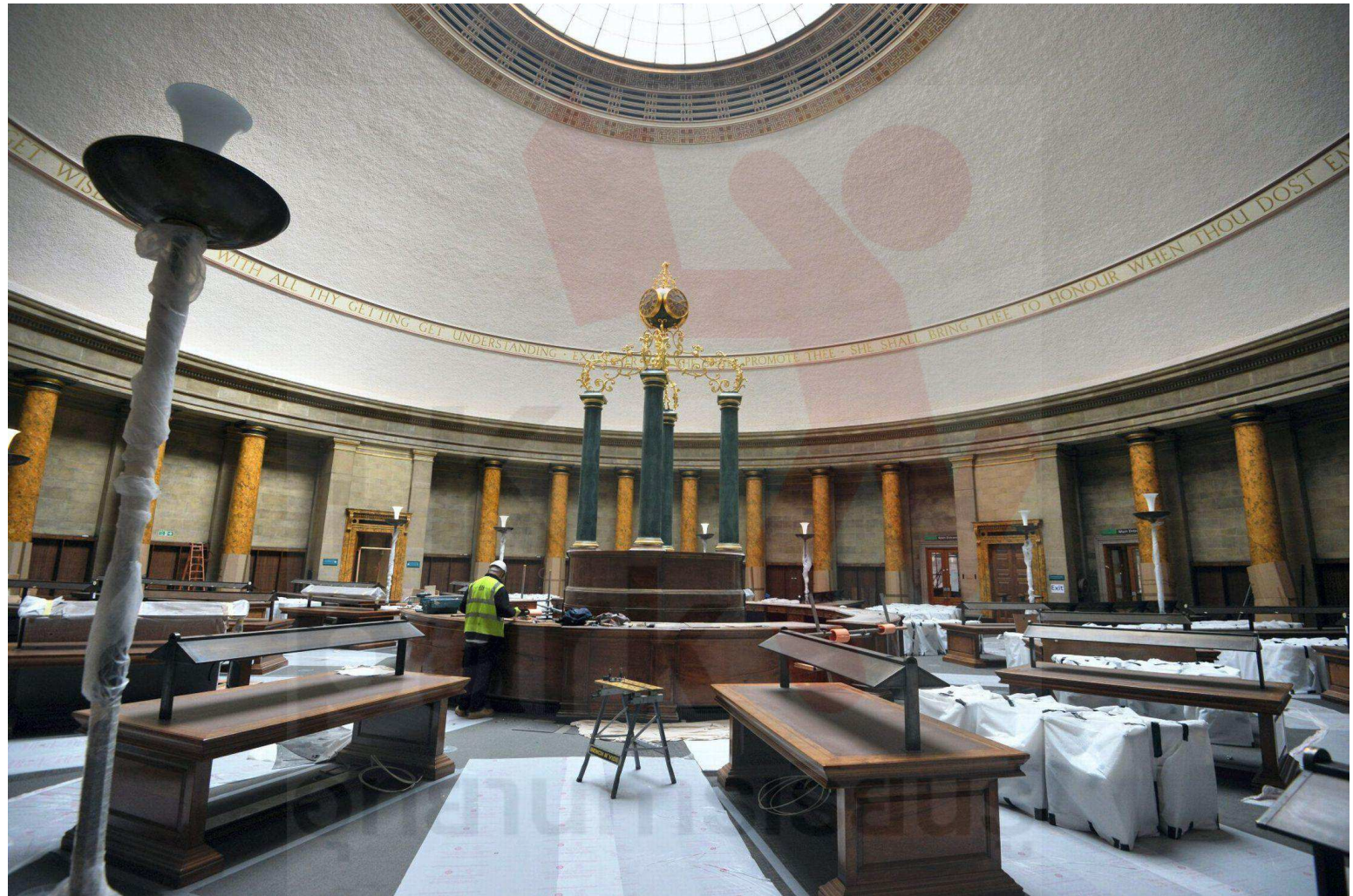




THE READING ROOM RESTORED TO ITS ORIGINAL LOOK OF 1934







Reading Room Conserved 2013 – Quiet Study!



Shakespeare Hall Conserved



-STAIRCASE IN SHAKESPEARE HALL showing the reading Girl





↑ 出口







CHAIRMEN OF THE CULTURAL COMMITTEE

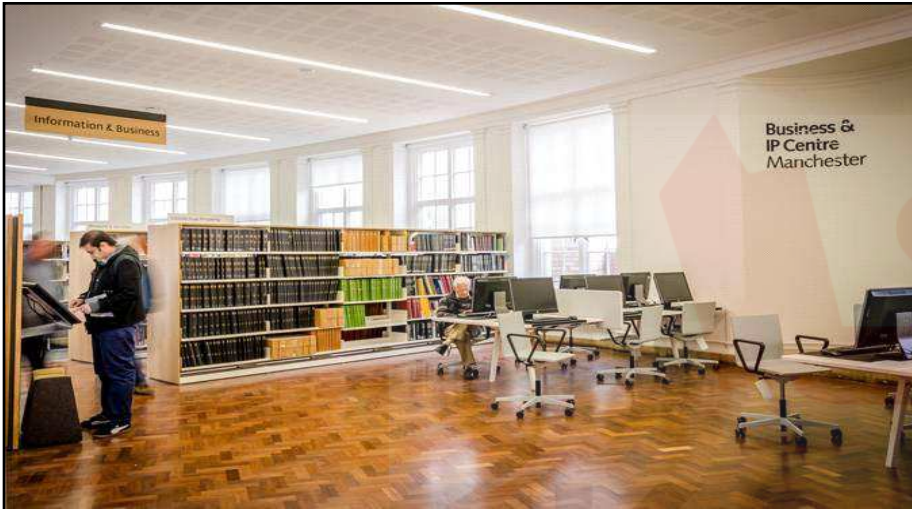
- | | |
|--------------------------------|------|
| 1920 | 1921 |
| Councillor Horace Platt | 1924 |
| 1927 | 1928 |
| Member Alfred Logan | 1929 |
| 1930 | 1931 |
| Councillor Harold Conway | 1932 |
| 1933 | 1934 |
| Councillor Rex Weyling Ford | 1935 |
| 1936 | 1937 |
| Councillor Sally Veronica Shaw | |

MEMBERS OF THE CULTURAL COMMITTEE

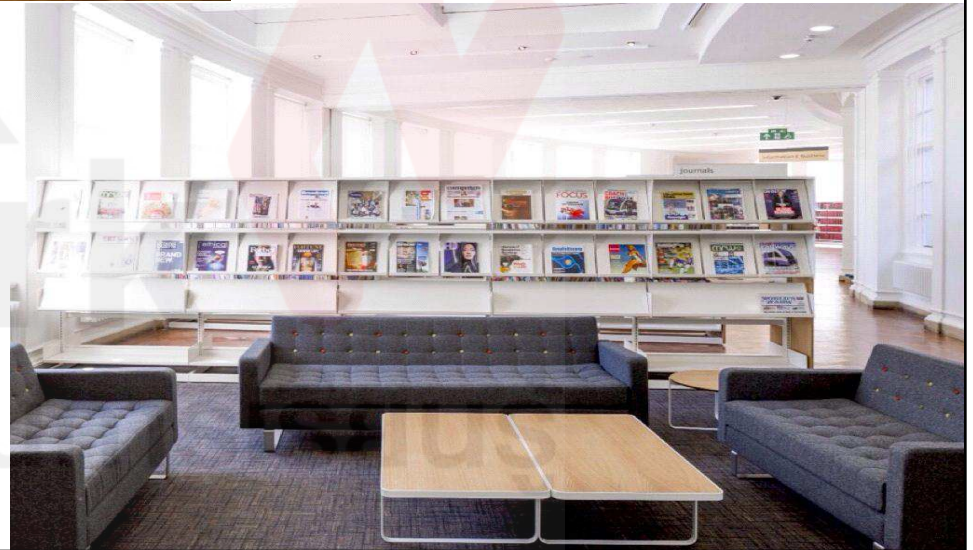
MEMBERS OF THE CULTURAL COMMITTEE

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Information & Business Library



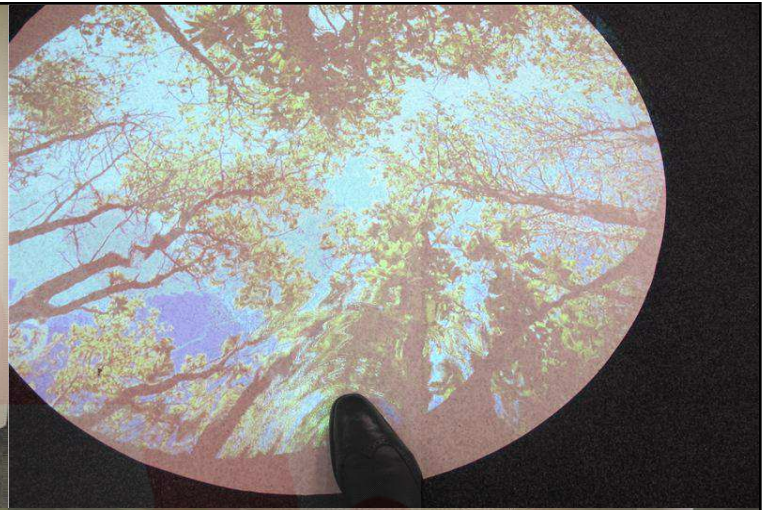




OPEN ACCESS REFERENCE



Central Library extends into Town Hall Extension





MEDIA LOUNGE

What is Archives+

- Regional centre of excellence for archives & one stop shop for family history in Central Library
- New public face and signpost for heritage tourists/visitors - providing unique opportunities to discover, share, celebrate and create the stories of Manchester's history and communities.

Archives +



Supported by

The National Lottery[®]
through the Heritage Lottery Fund



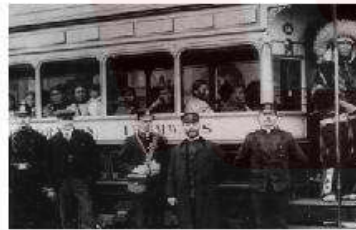
Archives+ Partners

- Greater Manchester County Record Office (AGMA)
- City Archives, Local Studies and Special Collections (MCC)
- Ahmed Iqbal Ullah Race Relations Resource Centre & Education Trust (UofM)
- Manchester & Lancashire Family History Society
- North West Film Archive (MMU)
- BFI Mediatheque and Manchester Register Office

Themes of Exhibition



Health & Living Conditions



Pastimes



Radical Thinking



Library City



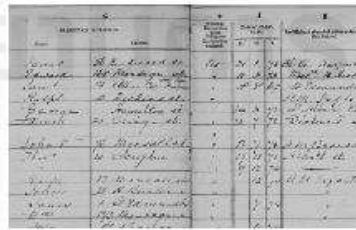
Place



Manchester Communities



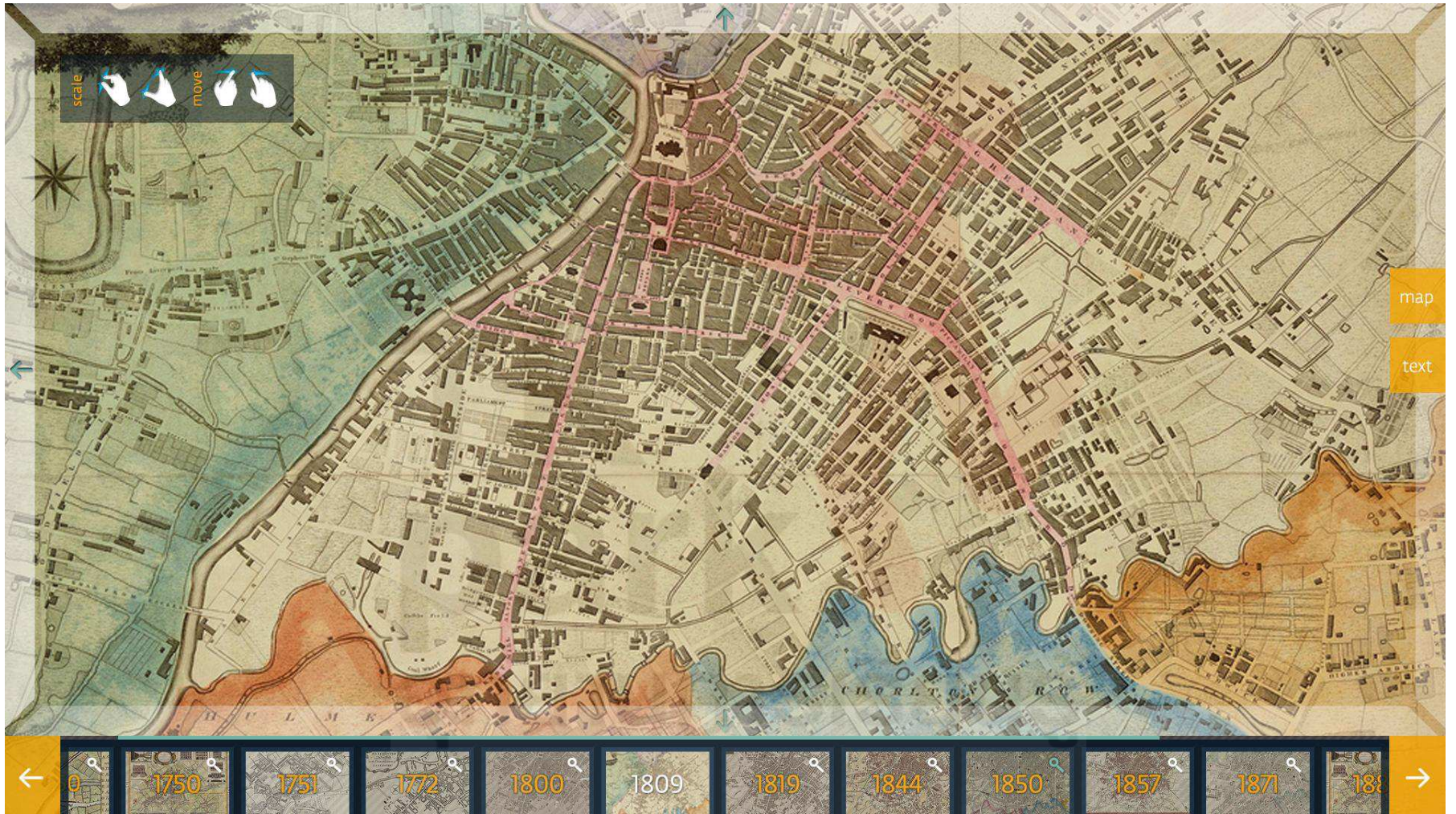
Industry & Innovation



Family History

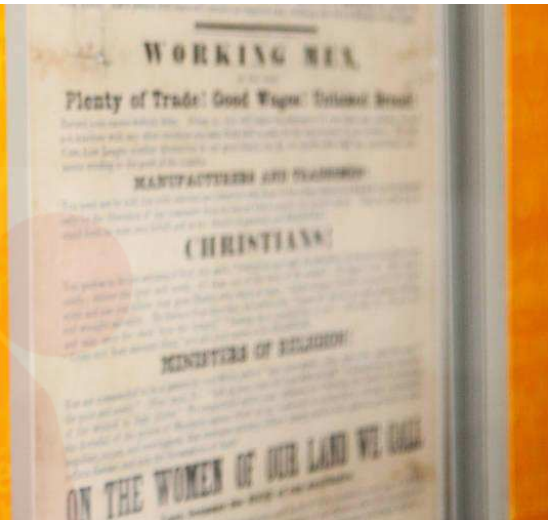








“Every boy in Manchester should be taught to darn his own socks and cook his own chops”
Lydia Becker



Central Library Development Trust

A new charity formed to support additional activities of Manchester Central Library intended to complement and add value to Manchester City Council's major ongoing commitment to core services.

Development Trust

- It will initially seek funds to enhance and enrich the huge transformation project of the Grade II listed building.
- It will enable the Library to apply for major grants and enable tax-effective giving as part of a capital fundraising campaign.
- Trust will seek a number of high level awards from charitable Trusts and Foundations and major donations from the burgeoning ranks of wealthy philanthropists
- Arts Council Libraries Fund – Programme

Wolfson Foundation Award

The screenshot shows a Microsoft Internet Explorer browser window displaying a news article. The browser's address bar shows the URL: <http://www.manchestereveningnews.co.uk/news/manchester-central-library-received-1337315>. The page features a blue navigation bar with links for Jobs, Motors, Property, Directory, Travel, Family Notices, Buy a photo, Dating, Book an Ad, Subscriptions, and Contact Us. The Manchester Evening News logo is prominently displayed, along with a weather forecast for 3°C and a 5-day forecast. A red navigation bar contains links for HOME, NEWS, SPORT, WHAT'S ON, BUSINESS, IN YOUR AREA, and BUY, SELL & TELL. The article title is "Manchester Central library receives £500k funding boost towards renovation" by Yakub Qureshi, dated 21 Feb 2013 11:07. The article text states: "Further cash boost for the landmark library meaning revamp will be even better than planned." A large image of the Manchester Central library building is shown below the text. To the right of the article is an advertisement for acas, titled "A practical guide to business transfers and outsourcing". Below the advertisement is a "Login with Facebook" button and a "Recommended in News" section featuring a story about a judge calling for more jury research after the collapse of Vicky.

Manchester Central Library received £500k boost towards its renovation. - Manchester Evening Ne - Microsoft Internet Explorer p

http://www.manchestereveningnews.co.uk/news/manchester-central-library-received-1337315

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Manchester Evening News 3°C Mostly Cloudy 5 day forecast

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News Manchester Central Reference Library By Yakub Qureshi Comments 21 Feb 2013 11:07

Manchester Central library receives £500k funding boost towards renovation

Further cash boost for the landmark library meaning revamp will be even better than planned

Tweet 0



acas Promoting employment relations and HR excellence

A practical guide to business transfers and outsourcing

Login with Facebook

Recommended in News Why?

UK News Judge calls for more jury research after collapse of Vicky

Done Internet 100%

Development Trust

- Wolfson Foundations
- Zochonis Charitable Trust
- Granada Foundation
- Oglesby Charitable Trust
- Garfield Weston
- Wolfson Foundation – new bid

Children's Programme

- Schools and family activities
- Digital strategy and offer – library game
- Reading Festival
- Manchester Bee Trail
- Book award Author/writer in residence







Cultural offer

- Collaborative library projects
- Themed activity
- Seasonal programme of events
- Café and meeting spaces
- Performance Space
- External civic space



Everything Everything





BRIGHTER
SOUND
PRESENTS
**CHAOS
TO
ORDER:**
THE
ECHO
TRACE

BRANCH
LIBRARIES
2015

A graphic design on a dark background. It features several curved lines in white and yellow, arranged in a pattern that suggests sound waves or an echo. Small letters like 'F', 'G', 'S', and 'L' are scattered around the lines. In the top right corner, there is a small logo for the National Library of Medicine.

Virtual Library

- Premium on-line resources
- 9,000,000 virtual visits – 24hour library
- 7,500,000 Archives and Local History virtual visits
- Business resources to support entrepreneurs
- 75,000 virtual visits to general reference resources
- 6,600 virtual visits to Driving Theory Test
- 35,000 e-books issued
- 8,000 customers using library phone app
- 22% renewals on-line
- 69% book reservations online
- 70 – 88% customer self service RFID

Digital Archive

- 10,000,000 records digitised
- 100,000 old photographs
- 1,000,000 catalogue entries
- 37,500 digital films viewed

park
อุทยานการเรียนรู้

The Changing Local Authority Context – National Perspective

Key themes –

Place based leadership

Sense of place

**Prevention/early intervention – nudge reducing
demand**

Influencing and enabling

Creativity and innovation

Growth and skills

Digital

UK
park
อุทยานการเรียนรู้

Library performance – A damp squid

In England since 2006

Book issues have fallen by 9.3%

Visits have fallen by 11%

Net expenditure has fallen by 6.4%

Total FTE has fallen by 20.5%

Since 2009/10 – 181 service points have closed

In July 2012 – ACE and LGA reported 254 community managed libraries

And the good news

At least 24 people visit a library every second

17 books borrowed every second

We supported 2 million people online

22,187 volunteers within the public library network

**Liverpool, Birmingham and Manchester Central
Libraries**

Many libraries refurbished, re-sited and extended

Library offer focused on people not buildings

The Universal Offers

“Think innovatively, acting collaboratively and managing creatively to ensure the sustainability and future development of our services”

- Universal Reading Offer
- Public Information Offer
- Digital Offer
- Health Offer
- Learning Offer
- Children’s Promise



What they do for public libraries:

- A vision for the future
- Demonstrate their contribution to those wider public policy objectives
- Develop strong advocacy messages
- Provide a shared platform for developing new initiatives
- Share costs and resources

What might the future look like?

A national digital offer

Greater co-location with other services
delivering clear outcomes

More community-managed libraries

Greater shared services?

Greater scope for innovation and thinking
differently – around prevention, economic
growth, wellbeing

Questions

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