

LIBRARY STRATEGY AND NEW LIBRARY MODEL

LIBRARY STRATEGY 2020 - 25

We are proud of our library service and our new strategy reflects our ambition and commitment to delivering a modern and sustainable service.

STRATEGIC PRINCIPLES

1. READING
2. INFORMATION AND DIGITAL
3. CULTURE AND CREATIVITY
4. HEALTH AND WELLBEING

READING

Engage, Imagine,
Discover

INFORMATION AND DIGITAL

Inform, Inspire and
Innovate

CULTURE AND CREATIVITY

Explore, Create,
Participate

HEALTH AND WELLBEING

Healthier, Happier,
Connected

'Stronger and better
services for local
people'

MODERNISING WIRRAL LIBRARIES

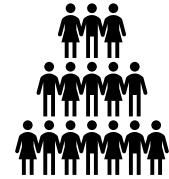
OUR CURRENT SITUATION - THE CASE FOR CHANGE

- Legal duty under Public Libraries and Museums Act (1964) to provide a 'comprehensive and efficient' library service.
- Our challenges:
 - Underused buildings and high cost of reopening post Covid
 - Old fashioned spaces
 - Lack of welcoming refreshment/ coffee facilities
 - High costs per visit/ book issue at £28.70/£32.47
- Our opportunities:
 - Increased take-up of the online service
 - New order and collect service
 - Emerging neighbourhood model
 - Increasingly strategic approach to asset management



24
libraries

90.4 FTE
staff



Cost of
£4.76m
per
annum

THE MODERN LIBRARY

'So much more than Buildings and Books'

multiuse venues | part of a vibrant community hub | welcoming and accessible | flexible space supporting community cohesion | internet access | hosting a range of services | community engagement | co-designed | partnership working | outreach work | online offer | research and information | learn new skills | cultural encounters | online resources | outreach service



SUPPORTING RESIDENTS

'A service without boundaries'

Accessible services that support:

- ✓ Community cohesion, engagement, equality and diversity and social inclusion
- ✓ Residents to find a range of services that meet their needs
- ✓ Residents to access the internet
- ✓ Residents to enjoy a range of activities
- ✓ Residents to learn new skills
- ✓ Cultural enjoyment





PARTNERSHIP WORKING

Better use of our Assets through partnership working and colocation

Safe spaces working in partnership with:

- ✓ Schools - promoting reading
- ✓ Adult education providers - teaching life skills and skills for work
- ✓ Health services - promoting health & wellbeing
- ✓ Government services - championing digital inclusion
- ✓ Community connectors - enhancing community cohesion
- ✓ Children's services – supporting learning and literacy
- ✓ Adults Services – providing creative and social opportunities

OUR VISION

Providing first-rate reading, digital, learning and cultural opportunities for our residents; creating vibrant community hubs to inspire and enrich our residents' lives and enhance community belonging and wellbeing



Digital



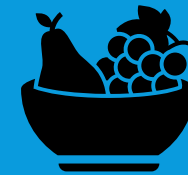
Culture



Signposting



Reading



Wellbeing



Learning

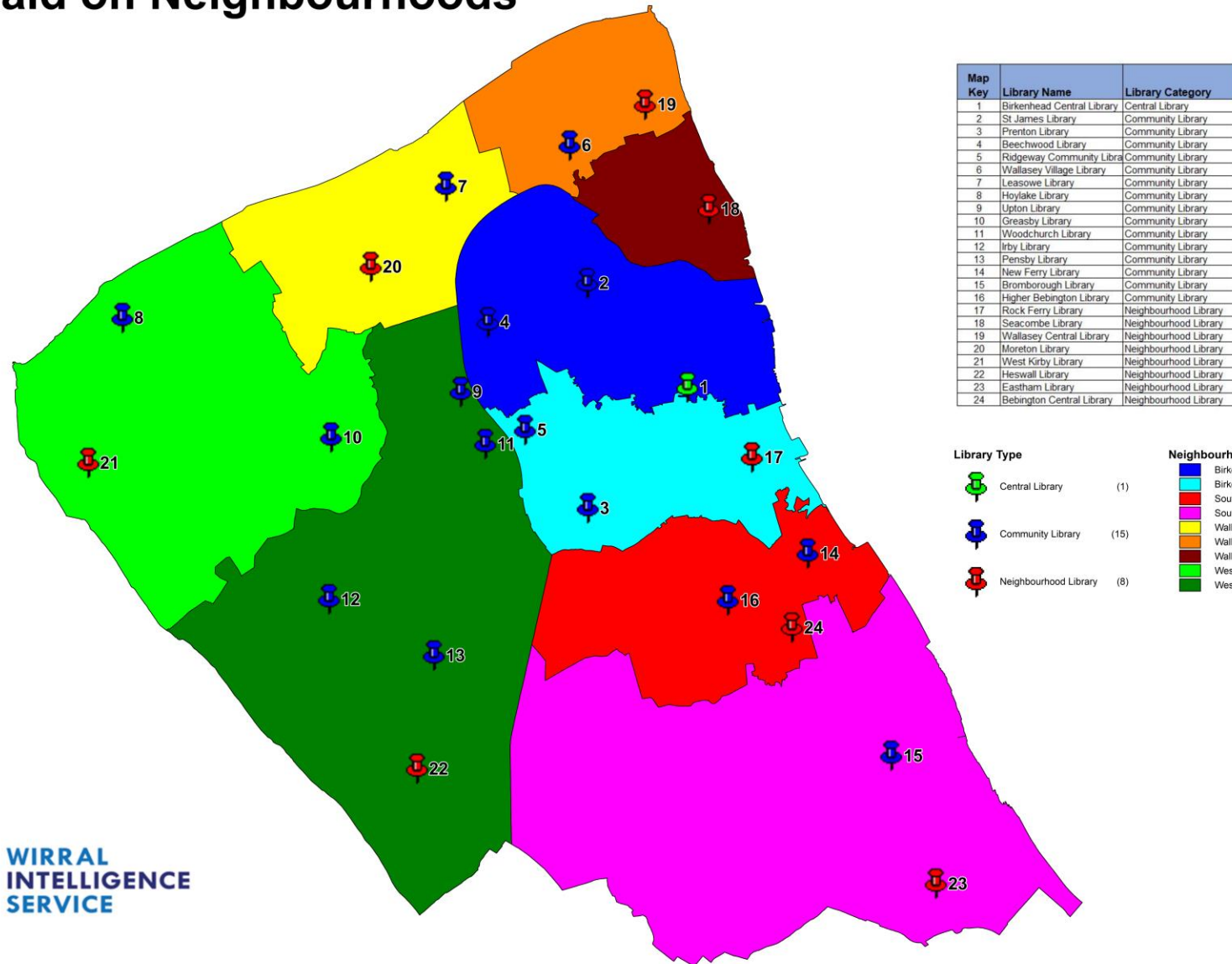
BUILDING BLOCKS

What are our next steps?

- ✓ **Expanded outreach** programme making communities aware of our offer including pop-up libraries in community settings
- ✓ **Collaboration** with partner services and organisations to maximise outcomes
- ✓ **Capital investment programme** to ensure accommodation and facilities are fit for purpose and meet the modern needs of residents
- ✓ **Investment in new technologies** to support increased engagement with the service, such as a fully integrated and accessible e-library
- ✓ **Work across the Liverpool City Region** library offer to enhance customer choice
- ✓ **Maximisation of commercial and funding opportunities**



Wirral Libraries Overlaid on Neighbourhoods



Central library,
Neighbourhood libraries,
Community libraries,
Virtual library

CENTRAL LIBRARY

New Central library would require member sign off

- ✓ A flagship, modern site attracting visitors from inside and outside the borough
- ✓ Part of the Birkenhead Commercial District Development in the town centre
- ✓ Central and accessible visitor destination
- ✓ A new community location for Birkenhead residents, and a place where residents from across Wirral can access the services and facilities provided by a first-rate modern library





NEIGHBOURHOOD LIBRARIES

Bebington | Eastham | Heswall | Moreton
| Rock Ferry | Seacombe | Wallasey | West Kirby

- ✓ Based in key locations, one in each neighbourhood area – not necessarily Council buildings in all cases.
- ✓ Larger than a community library
- ✓ Enhanced library service
- ✓ Multi-use buildings to provide vibrant neighbourhood hubs
- ✓ Space for council and partner surgeries (eg Police, Health etc.)
- ✓ Offer reflects local needs
- ✓ Potential to provide extensive community spaces, wellbeing centres for skills development
- ✓ Possibility to change buildings – community engagement will identify potential colocation opportunities

COMMUNITY LIBRARIES / HUBS

Working with communities to update and strengthen our offer. Community libraries to be delivered differently.

- ✓ Co-location with appropriate partners in the area
- ✓ May be re-located to more dynamic (mixed use) venues within the local area
- ✓ The right option determined for each individual location through community engagement
- ✓ Supported by Council Library staff
- ✓ Funding available - depending on the delivery arrangements
- ✓ Outreach service to complement the offer
- ✓ Being open to Community Managed Libraries

COMMUNITY MANAGED LIBRARIES (CMLS)

Community led and delivered libraries, with some ongoing Council support, but only where a community group has the support to make this work

Support to Community Managed Libraries (CMLs) will include:

- ✓ **Community Libraries and Volunteer coordinator role** working with groups and across the partnership with groups such as Community Action Wirral
- ✓ **Capital investment** to improve buildings and assist groups with income generation opportunities
- ✓ **Use of Social Value Act to** support and reinforce volunteering offer as appropriate
- ✓ **Access to library and other council staff** for advice, guidance and expertise as agreed
- ✓ **Access to library (lending and book purchase)** and other appropriate systems
- ✓ **Provide opportunities using the Council's 'Connective Capital'** for wider networking and support and access to the social economy
- ✓ **Support with funding applications** led by the CML

COMMUNITY LIBRARIES OFFER

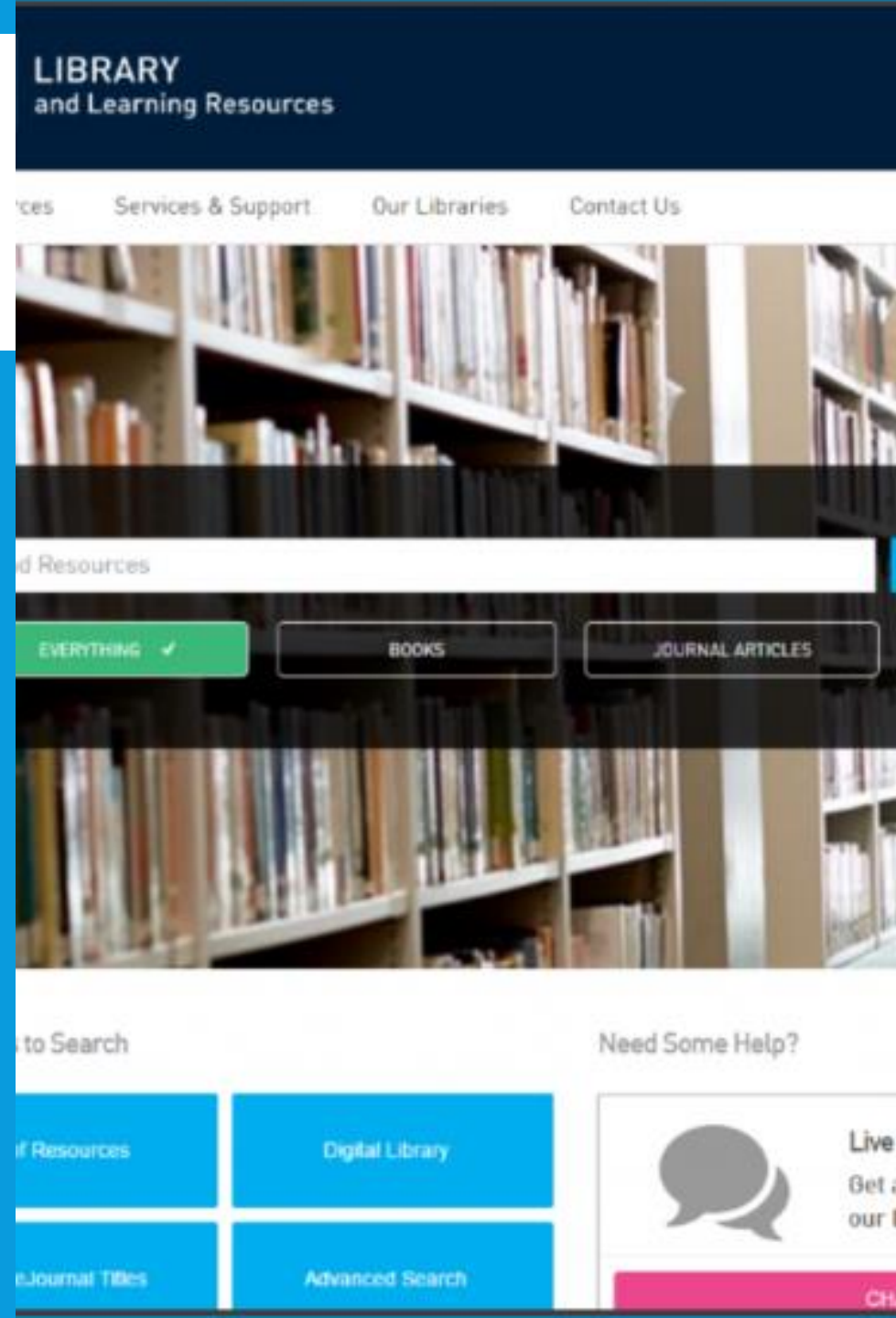
Beechwood | Bromborough | Greasby | Higher Bebington | Hoylake | Irby | Leasowe | New Ferry | Pensby | Prenton | Ridgeway | St James | Upton | Wallasey Village | Woodchurch



VIRTUAL LIBRARIES

An accessible and convenient service meeting modern needs

- ✓ A virtual library is an on-line space that delivers library services and is accessible 24/7 via the internet.
- ✓ Our virtual library (digital offer) includes:
 - ✓ searching, requesting and renewing books online
 - ✓ e-books, e-magazines and e-comics to download free of charge
 - ✓ on-line reference resources such as news resources, online encyclopedia and other general reference resources, genealogy resources such as Ancestry.com etc.
 - ✓ on-line learning such as citizenship training and driving test theory
 - ✓ on-line story time and reading group sessions



OUTREACH SERVICE

Reaching out to residents whose library needs are greatest

- ✓ Our outreach activities will ensure that our library service is accessible to all.
- ✓ Our outreach library includes:
 - ✓ Home reader service delivering books to those who can't get to a library
 - ✓ Pop-up library bookshelves in community settings
 - ✓ Taster library activities in community settings
 - ✓ Working with schools to promote the service
 - ✓ Reading groups in community settings catering for those with greatest needs
 - ✓ Providing resources and expertise to partners and volunteers to support them to deliver reading and digital activities in community settings





SUMMARY

Wirral needs a modern, fit for purpose, sustainable library service which meets residents' needs

- ✓ Potential opportunity for a flagship new Central Library in Birkenhead which residents will be proud of and use
- ✓ Provides a platform for a new neighbourhood model
- ✓ A network of improved and modernised libraries throughout the borough – in better community locations
- ✓ An extensive network of Community Libraries designed to meet the needs of local residents, and outreach activities that are relevant and accessible to target groups
- ✓ Benefits from joint initiatives with the Liverpool City Region library offer including 'Library Light' and potential Open Plus Technology
- ✓ A thoroughly modern virtual library available to every resident every day
- ✓ Potential savings through reduced accommodation costs and the natural departure of staff

NEXT STEPS

- ✓ Library Strategy to be launched
- ✓ The approach, as outlined, needs to be accepted by the Council with a recommendation that '*The Assistant Director Leisure, Libraries and Customer Engagement is instructed to engage with communities on options for developing a modern Library service in their area*'.
- ✓ A three year programme of individual library reviews, engagement, consultation and implementation be adopted in order to carry forward this recommendation.



