
LIBRARY STRATEGY



DRAFT

2019-2022



BARNESLEY
Metropolitan Borough Council

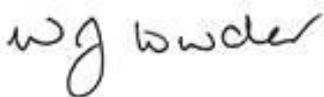
FOREWORD

Barnsley Council is proud of its Library services and our communities have told us that they value the support that their library offers whether that be helping them with digital skills, hosting community groups and so much more. Our strategy seeks to build on this to create vibrant community hubs that inspire the young and old to be the best that they can be. We all want to see an innovative and modern library service that has importance and relevance to people of all ages and from all sections of the community, at the heart of our communities offering even more services and support.

From our community conversations and our research we bring forward the Library Strategy with a vision for the future that we think is exciting – get behind it, support it and play your part.



Wendy Lowder



Executive Director, Communities
Barnsley Council



Cllr Jenny Platts



Cabinet Spokesperson, Communities
Barnsley Council



Stronger, more resilient communities: Perfect Prom Project

Our local libraries play an important role in supporting local communities. Our library in Goldthorpe has been working in partnership with the Dearne Area Team, Dearne Ward Alliance, the Salvation Army, Dearne Advanced Learning Centre, and local volunteers to create the Prom Perfect Project. The library is the perfect location, right in the heart of the community, to set up a 'hire' boutique for prom clothing donated by members of the public. The boutique currently contains 150 dresses, 50 suits and many sets of accessories in a range of styles and sizes for young people to choose from.

Cultural and creative enrichment: Coding Club

Our Central Library is a great meeting space for our young coders to get together and create their own animations and computer games. These free sessions give our young people access to technology, helping them to develop their science, mathematics, engineering and technology skills, which they can share with others in their community, and take into their future workplace. Our Central Library Code Club is going from strength to strength. The new Library@theLightbox, due to open in 2019, will also provide a contemporary space and modern facilities that will help the Code Club to reach new technological heights!

INTRODUCTION

This Library Strategy outlines our vision for Barnsley's libraries.

The way our customers use council services, including libraries, has changed significantly over the past five years. We're borrowing less books, using more IT and wifi in libraries, going online for council services, and using libraries for more than just borrowing books. Libraries are increasingly used for groups and activities.

We're taking the opportunity to respond to these changes by creating a library service that meets community needs and supports our priorities. We're making sure we use reduced resources in the most effective way.

We'll meet our statutory duty under the [Public Libraries and Museums Act 1964](#) to provide a 'comprehensive and efficient' free library service for all people wanting to use it.

We'll ask our customers and communities about their experiences, and use that feedback to inform the way we deliver library services in the future. We'll adapt this strategy based on feedback.

WHERE DO WE WANT TO BE?

Our vision

Enriching lives

Our mission

An inclusive, vibrant, excellent and sustainable public library service, responsive to customer needs, at the heart of our communities.

Council priorities to 2020

Libraries will contribute to all three of our council priorities in the following ways >>>>

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	<p>Thriving and vibrant economy:</p> <ul style="list-style-type: none"> • Our libraries will be thriving and vibrant places for people to use • We'll become digital hubs supporting communities, business and agile working • We'll open Library@theLightbox in the town centre • We'll host community events and attract people to visit our borough
	<p>People achieving their potential:</p> <ul style="list-style-type: none"> • We'll promote healthy lifestyles • We'll support educational attainment • We'll support reading for all ages • We'll provide activities to develop speech and language to prepare children for school • We'll support people to develop their digital skills
	<p>Strong and resilient communities:</p> <ul style="list-style-type: none"> • We'll create voluntary opportunities • We'll adopt new ways of working • We'll help people to serve themselves • We'll help people to improve their digital skills to get them online • We'll support activities to reduce loneliness and help people live at home for longer



OUTCOMES

Outcomes for libraries, as well as being linked to the council's priorities, are aligned with the ['Libraries Deliver' report](#).

**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**

WHAT HAS OUR RESEARCH AND ENGAGEMENT TOLD US?

To help us understand how libraries in Barnsley must change to meet future needs, we've looked at library use, cost of running libraries, and the needs of our communities.

We designed a survey to capture the views of the public and members of library staff to help shape the future of Barnsley's library service.

We also held events with community groups and partners in each library area.

What's important to library users

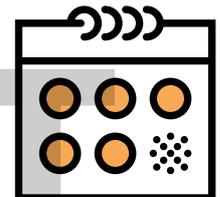
These services are important to me:

- Knowledgeable staff
- A good range of books and resources
- A welcoming atmosphere
- Help from staff to use the library
- Enough opening hours
- Good facilities



I would use the library if:

- Other groups and organisations met there
- There were more events and activities
- There were refreshments and coffee mornings
- Books were easier to source online
- I had more time





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Case Study

Helping everyone achieve their full potential – Helping people into work

Our libraries are a great place for people to learn and develop new skills which can help them in their future employment.

“I have been volunteering since May 2017. It all started with a work experience placement while I was at college. And then they offered me a regular Saturday role. The library has helped me to build my confidence skills in meeting and helping people.

I started a new job after I left college and volunteering with the library helped me because I already knew how to use the photocopier and work with people.”

David Sweetman, 21 years old

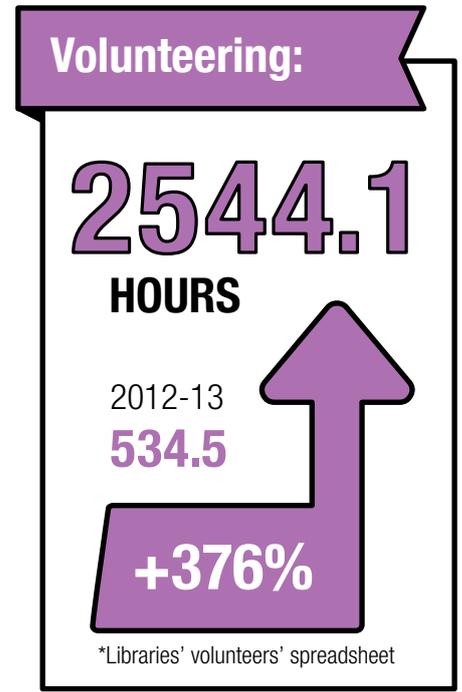
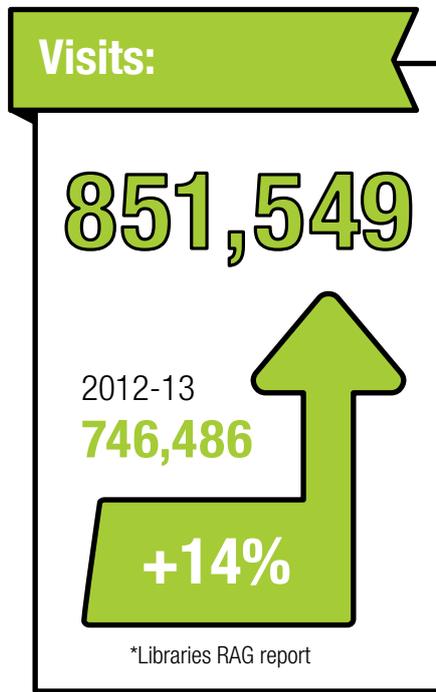
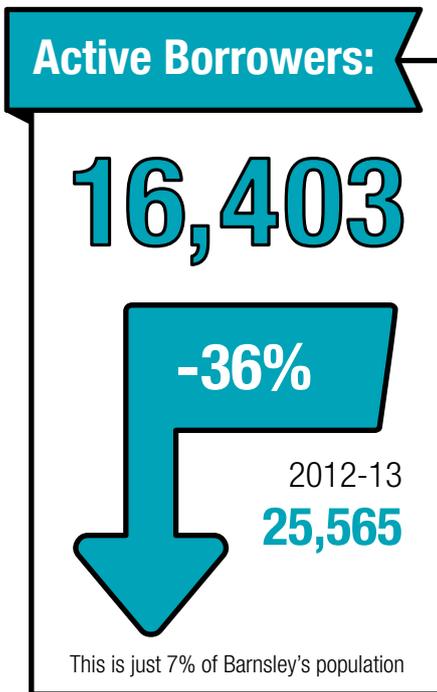
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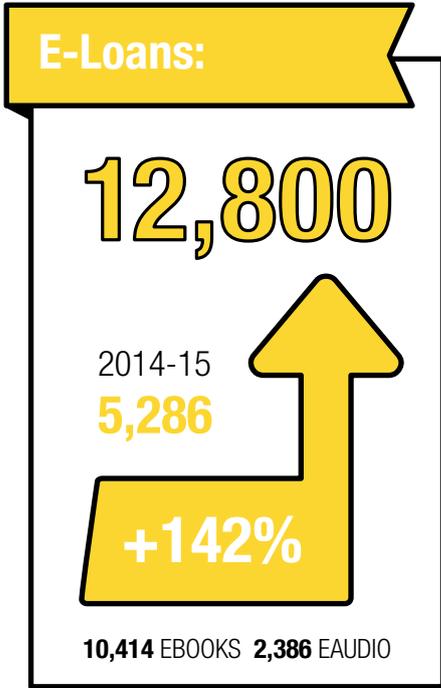
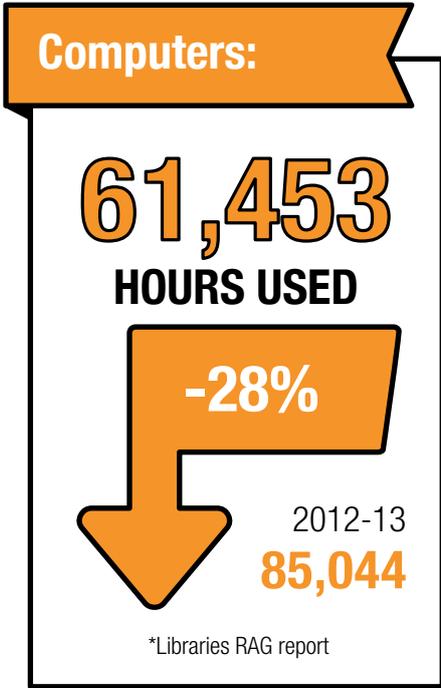
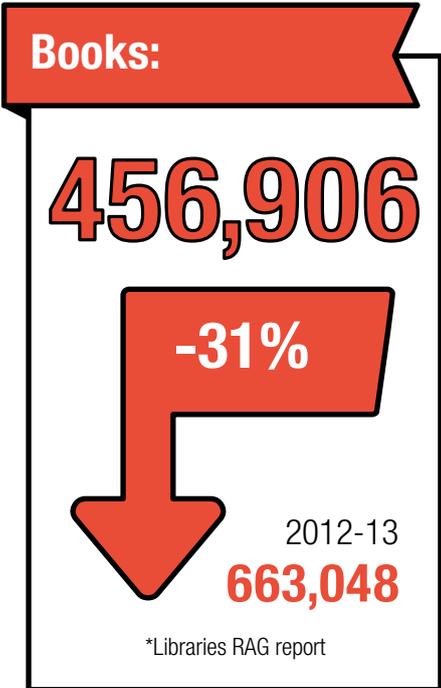
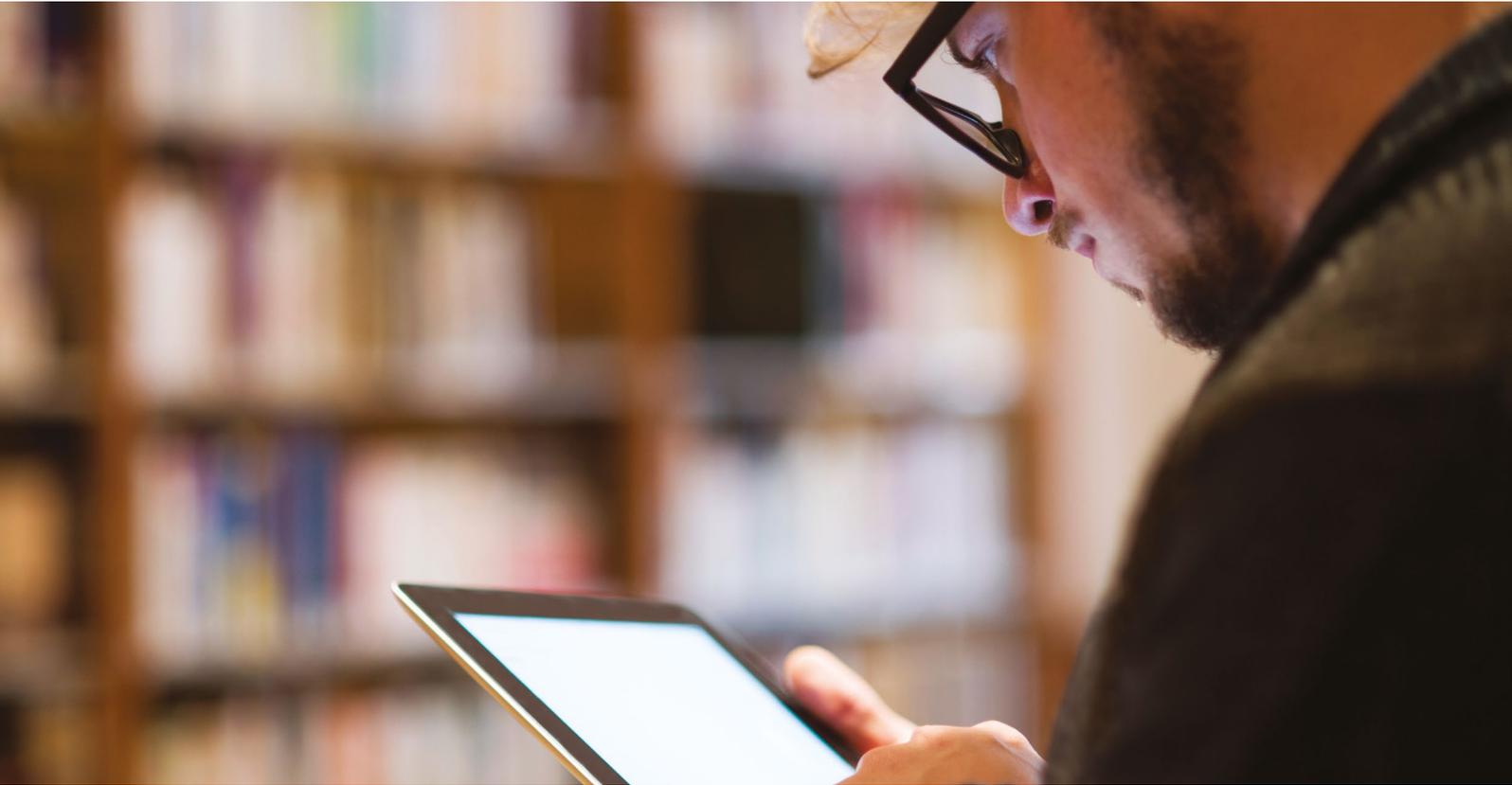
“Since joining the library as a volunteer David has matured flourished and grown into a valuable member of the team. The skills he has learnt whilst volunteering enabled him to get a full time job with Mencap and also the staff at the library nominated him for the Stars of Hoyland young volunteer award for which everyone was so proud when he won.

“His IT skills have also helped customers and staff in producing posters and solving IT problems. David now helps run our very popular Lego club every Saturday morning.”

Library staff member

Trends 2017-18





OUR LIBRARIES

In creating Barnsley's future library offer, we've made several commitments. We've also set out the things you can do to help. You can play a part in shaping the future of Barnsley by joining the Town Spirit initiative – if everyone in Barnsley does just one thing, together we can make Barnsley a more welcoming place where people want to live, work and visit. Libraries in the heart of communities are integral to delivering our Town Spirit.

Taking into account the research we've done so far and our priorities, we're asking you to play a part in making a difference. Your actions can add up to big changes.

OUR COMMITMENT

- Development of the Library@theLightbox – as the heart of our network. A vibrant community hub and key town centre destination, supported by a modern and dynamic network of local libraries with a consistent brand and offer
- Reading – We'll promote literacy and reading for pleasure supported by stock that more customers want in order to increase our audience
- Digital – We'll have the right equipment, learning sessions and demonstrations showing customers the benefits of technology
- Learning – We'll provide space, ideas and support to help people back into employment, volunteering or education
- Information - helping people to choose the right sources of information
- Health – We'll provide health promotion information, activities and events supporting our communities to be the healthiest they can be
- Early help and prevention – We'll play our part in identifying people who need help and giving support or signposting to information and advice and access to universal services
- Children and young people – We'll promote family friendly activities creating services relevant to young people
- Culture – We'll build a variety of local and cultural experiences for all ages and relevant to the local community
- Safe community spaces – refreshed to meet local needs and co-designed with the community
- Customer focused – We'll be agile and responsive in meeting customer needs, and make sure our staff and volunteers have the right skills to help you
- Funding – We'll be proactive in sourcing new funding to supplement and enhance our offer to communities



WAYS YOU CAN HELP

- Participate in conversations about your library
- Help us to enhance the library offer to communities
- Use your library as a community space
- Get involved and help make your library vibrant with lots to offer
- Come inside and get online
- Tell your friends and family about us
- Volunteer your time
- Become a trusted key holder

HOW WILL WE KNOW IF WE ARE IMPROVING?

We'll measure the success of this strategy through the achievement of the following measures:

- Increased number of visits, activities and groups
- Increased use of IT and percentage of IT usage
- Increased grant funding
- The change in young people's perceptions
- Return on investment from our marketing activities
- Increased self-service take up such as online renewals
- Number of new partnerships created
- Increased number of arts and cultural activities
- Maintain customer satisfaction

CONTACT US

If you need help understanding this document
please visit your local library or email us at
barnsleylibraryenquiries@barnsley.gov.uk

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Metropolitan Borough Council