THE ART OF INVENTION

BREAKOUT TALK J
New rules of engagement for the delivery of library services

Moderator: Fiona Parsons,
University of Wolverhampton
Libraries back at the heart of society

Ton van Vlimmeren
Public Library of Utrecht
The Netherlands in Europe
Utrecht in the Netherlands

- Center of the country
- 4th city
- 335,000 habitants
- Founded by Romans
- Education and culture
- EU economic top region
Utrecht
Central Library
A new one: Former Central Postoffice
Monumental reading room
The Art of Invention

Reinventing (Dutch) Libraries

- aspects of change

- direction of change
Sam Johnson
Student volunteer Christchurch Earthquake

“Change happens in a crisis....
... and sometimes you have to create them”
Necessary
Urgency
Pain
Speed
Conclusion

There is an urgent need for libraries to reinvent themselves.

How and in which direction?
Visions and missions: What we want to be

**Freedom, Prosperity and the Development** of society and individuals are fundamental human values. They will only be attained through the ability of well-informed citizens to exercise their democratic rights and to play an active role in society. Constructive participation and the development of democracy depend on satisfactory education as well as on free and unlimited access to knowledge, thought, culture and information.

The public library, the local gateway to knowledge, provides a basic condition for lifelong learning, independent decision-making and cultural development of the individual and social groups.

Unesco Public Library Manifesto
Put your money where your mouth is

Discuss 1 minute:
Where is your budget?/ The library’s budget?

Books
- Cost of selecting, cataloguing, housing, circulating books?
- Cost of Staff dedicated to these book processes?
- Cost of IT dedicated to these processes?
- Cost of housing for these processes? Total =..%

Other
- Educational programs?
- Cultural programs?
- Maker spaces?
- Other? Total =..%
Be Warren Buffet
Discuss if you were Warren Buffet and would buy the libraries as a system in your country:

- Why would he/you?
- What would he/you do?
- Report 3 change measures
Libraries help people to ‘read’ the world

Skills:
- Reading
- Writing
- Digital skills
- Cooperation
- Discuss opinions
- Guidance
Libraries help people to “read” the world

Information about:

- Health
- Care
- Jobs
- Life long learning and careers
- Finance
Examples: The extended library

- Nieuwegein PL; Books costs to 25% in 5 years
- Nieuwegein PL: cooperation Health partners based on research
- Assen PL: Business hours in library
- Venlo PL: Community for job seekers
- Utrecht PL: networks for literacy and digital skills; technology
- Libraries as houses of partners
Library 2020
Is there anything new?

No it is back to basics

Yes it is:
- Interactive
- Co-creation
- Partnerships
- Makerspaces
- Multi media: Moocs, You Tube, documentaries, (serious) games, movies, presentations, lectures, exhibitions
- Meeting, debate, inclusive, community, events
Appeal to OCLC

You have created a wonderful system for circulating books, now:

Give libraries an equally advanced system for sharing all these formats of information, that can be curated local if needed and global if possible, to deliver them in all formats, on all devices to citizens, based on technology at low costs.
Thank you

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Reinventing Learning Support: Developing a Shared Virtual Enquiry Service

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Outline

• Background
• Rationale
• Methodology
• Evaluation
• Challenges
• Benefits
• Moving Forwards
Background

• The Northern Collaboration (NC)

  • new consortium of 26 University libraries in the north of England in the UK

  • Aim
    • To explore new models of service delivery within a collaborative environment
Rationale

• Aims of the project:
  • to enhance the student experience
  • to provide a cost-effective, real-time out-of-hours enquiry service
  • to explore the benefits and challenges of working collaboratively

• Previously no collaborative academic library usage in UK

Door, Durham Cathedral
Methodology: Pilot

- Partnership with OCLC
  - Ethos
  - Successful co-operative experience in USA and UK

- Participants
  - Seven institutions: Cumbria, Durham, Huddersfield, Leeds Beckett, Newcastle, Salford, Teesside
Methodology: Pilot

- **Operation**
  - ‘OCLC’ out of hours service model combined with bespoke model
  - Queries answered by US librarians
  - Policy pages supplied by NC members
  - Pilot commenced May 2013
Evaluation 1

- Case Studies
- Statistics
  - Take up relatively low
  - Majority of enquiries 17.00 to 00.00 and 07.00 – 09.00
  - 40% enquiries ‘professional librarian’ enquiries
- Importance of promotion

Roof of the Winter Gardens [Sheffield] by Neuroticcamel

https://www.flickr.com/photos/neurotic_camel/4954117/in/photolist-roFP-qhw2dW-vb4H3-wCn8H-vb4DK-d9XWjJ-7cVnKG-xzwAV-apqWuz-3ofwGC-3qgDB-2Qgb6S-3cKnW-5pRhW-bq8KKv-7YMOb-84zE57-7YwFls-9BfDHQ-9jD0me-9jBCHp-9jDZC-9jby7j-9jBGp9-9jBBf-7YxeBC-9jytsZ-9jyRc-78uLkE-4LYzoG-46Hv-3cAhV-9jAzc-9jBh1u-9jbyzy-3badh-9jyUZ-9jF9zo-9jBAE3-9j8vm-9jBq4S-23jfb-7YwICQ-SRLv-aghQCH-cVJq3-xc8BB/
Evaluation 2

- User satisfaction survey
  - 75% respondents satisfied with answer
  - 81% would use the service again

- Costs per enquiry
  - Using QP, average cost £10/€13.4
  - In-house costs would range from £311 - 416 /€416-556 depending on grade of staff
Challenges

- Enhancing the student experience
  - Quality
  - Cultural issues
- Value for money
  - optimizing investment
  - promotion
- Collaborative working
  - Communication
  - Cultural issues
Benefits 1

- Enhancing the student experience
  - Overwhelmingly positive feedback
  - Service highly valued where used
  - Offering new services
  - Particularly valued by part time and distance learners

Tyne bridges, Newcastle
Benefits 2

- **Value for money**
  - Clear financial benefit: subscription versus annual salaries of staff
  - Valued by senior institutional managers

- **Collaborative working**
  - Strategic level
  - Operational level
  - Staff learning and development opportunities
Moving forward

- Operationalisation of service
- 18 NC members
- Improve usage
- Service is unique in UK
- Development of national service
- Further development of strategic partnership with OCLC
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Contact Details

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Book-lending machine
Taking library services to the user

Ayub Khan MBE
Face to Face Customer Services Manager
Warwickshire County Council
England
Warwickshire

736 square miles
80 miles north to south
45 miles across
population 535,000
Context

- budget cuts
- austerity measures
- changing lifestyles
- 24/7 on-demand society
- challenge to do more with less
- different ways to deliver services
About Warwickshire libraries

• We currently provide a three-tier service
• Library Hubs in three main centres of population
• Local Libraries in 16 towns and neighbourhoods
• Library Direct - online, mobile and outreach services
• We also support to 12 community-led libraries
Facts and figures

• More than half the Warwickshire population has a library card
• We stock more than one million books for free loan to members
• Last year 25,000 people attended more than 2,000 library events
• Every day our libraries:
  • Welcome around 9,000 library visitors
  • Lend out around 10,000 books and other loan items
  • Handle around 1,600 enquiries
  • Provide around 1,700 public computer sessions
• Each year the online library receives:
  • 900,000 searches
  • 50,000 requests
  • 260,000 renewals
 Hospital partnership
Putting library services where people are

- Machine installed at George Eliot Hospital in Nuneaton
- Full-time equivalent of 1,800 staff
- 245,000 patients a year plus visitors
- Community larger than many Warwickshire villages
- Hospital volunteers handle day-to-day operations
About the machine

24-hour self-service library in local hospital

- Holds up to 400 books
- Takes returns
- Quick and easy to use
- RFID technology
- Linked to management system and borrower records
- Believed to be the first of its kind in the UK
Getting there
A lot to sort out and a long lead-in time

- Funding - £100,000 up and running
- Custom-built machine
- Linked to library management system
- Sound business case essential
- Manageable on-costs a key consideration
- Procedures manual and volunteer training
- Joint project team
- Memorandum of Understanding
Why it makes sense

Benefits of the book vending machine

• Serves multiple audiences in a non-library setting
• Open 24 hours a day
• Attracts new and lapsed library members
• Extends library services with no extra staff
• Supports wider health and well-being agenda
• Promotes reading and library use in a target area
• Provides a platform for other joint projects
Making changes
Can you spot the difference?
Conclusion
Certainly worth considering

- Significant investment in tough financial times
- Minimal staffing and low on-costs
- New technology enhancing real library services
- Potential to deliver services in new places and new ways
- Promotes books and reading to wider audiences
- Potential to target specific areas or priorities
- Reaches people who do not use libraries
- Attracts new and lapsed library members
http://www.youtube.com/watch?v=WV7Gyl0dfDA