

Manchester City Libraries – Renewal Programme



MANCHESTER
CITY COUNCIL



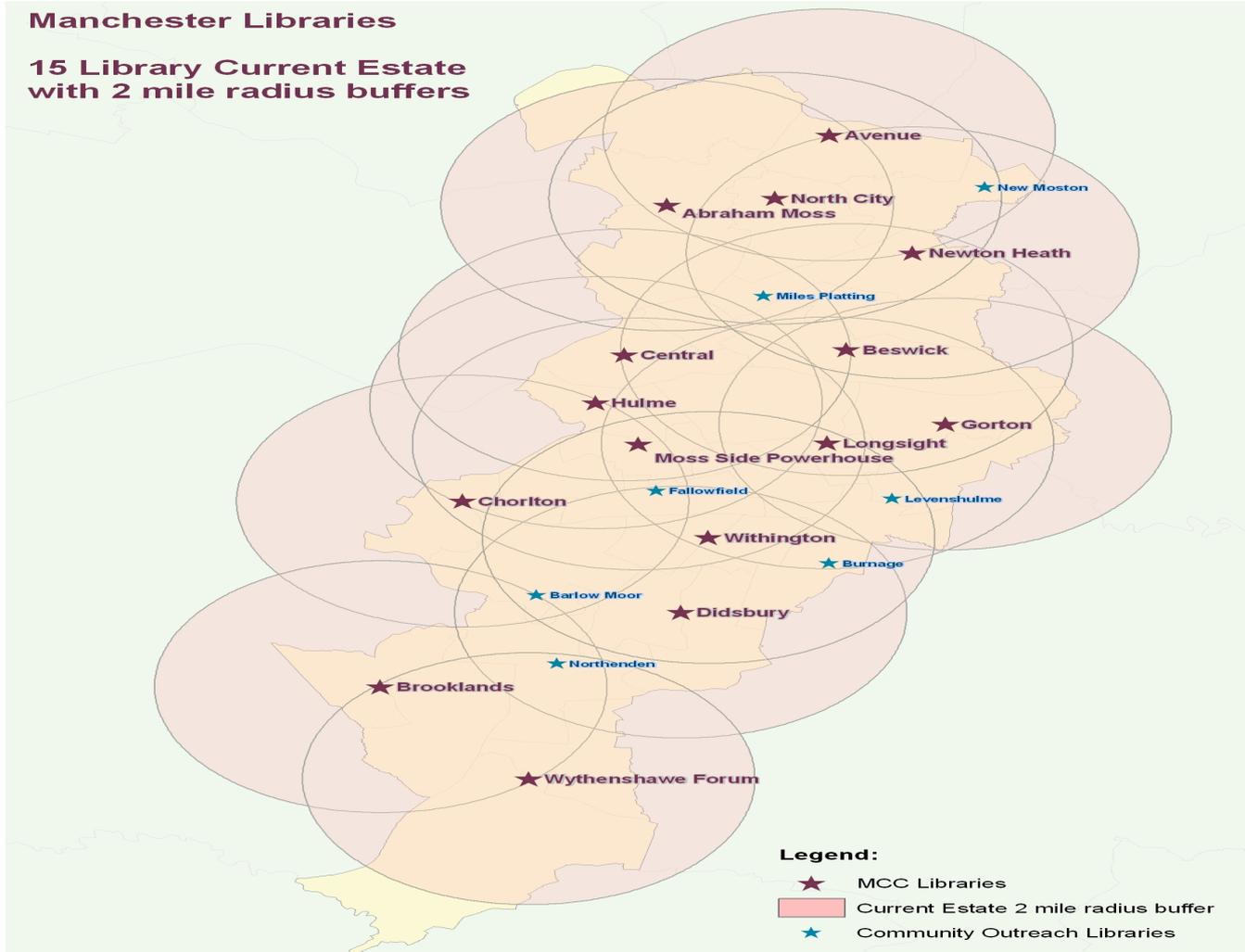


Context - Manchester Libraries

- Central Library
- 15 Neighbourhood Libraries
- 6 Community Libraries
- HMP Manchester Library
- Greater Manchester County Record Office / Archives
- 24 hour virtual Library
- GM Libraries and GM Archives
- One Library Card

Manchester Libraries

15 Library Current Estate with 2 mile radius buffers



Inform

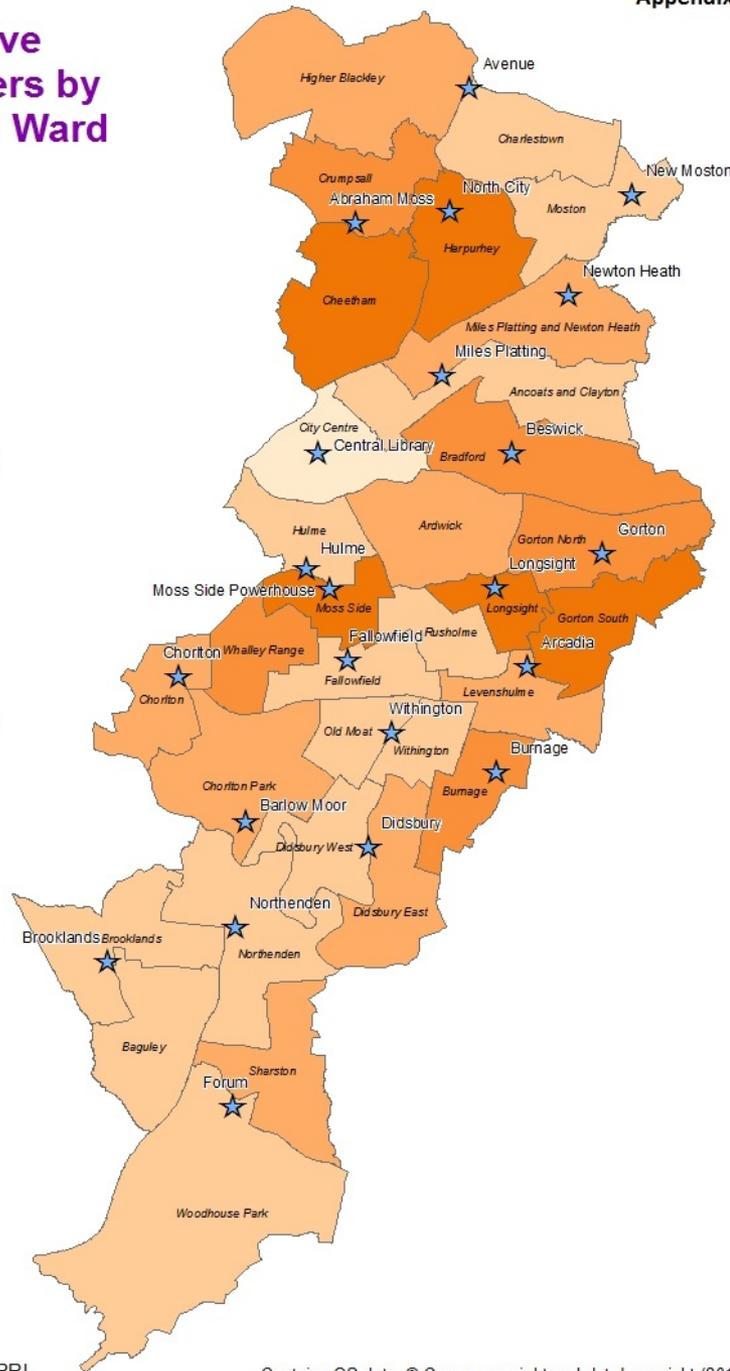
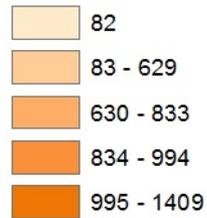
- Population (and projected)
- % Children 0 – 15
- Average IMD
- Catchment areas
- Usage patterns
- KPIs
- Building performance

Age of Active Library Users by Residential Ward

Legend

★ Libraries

Active Users; Age 0-16



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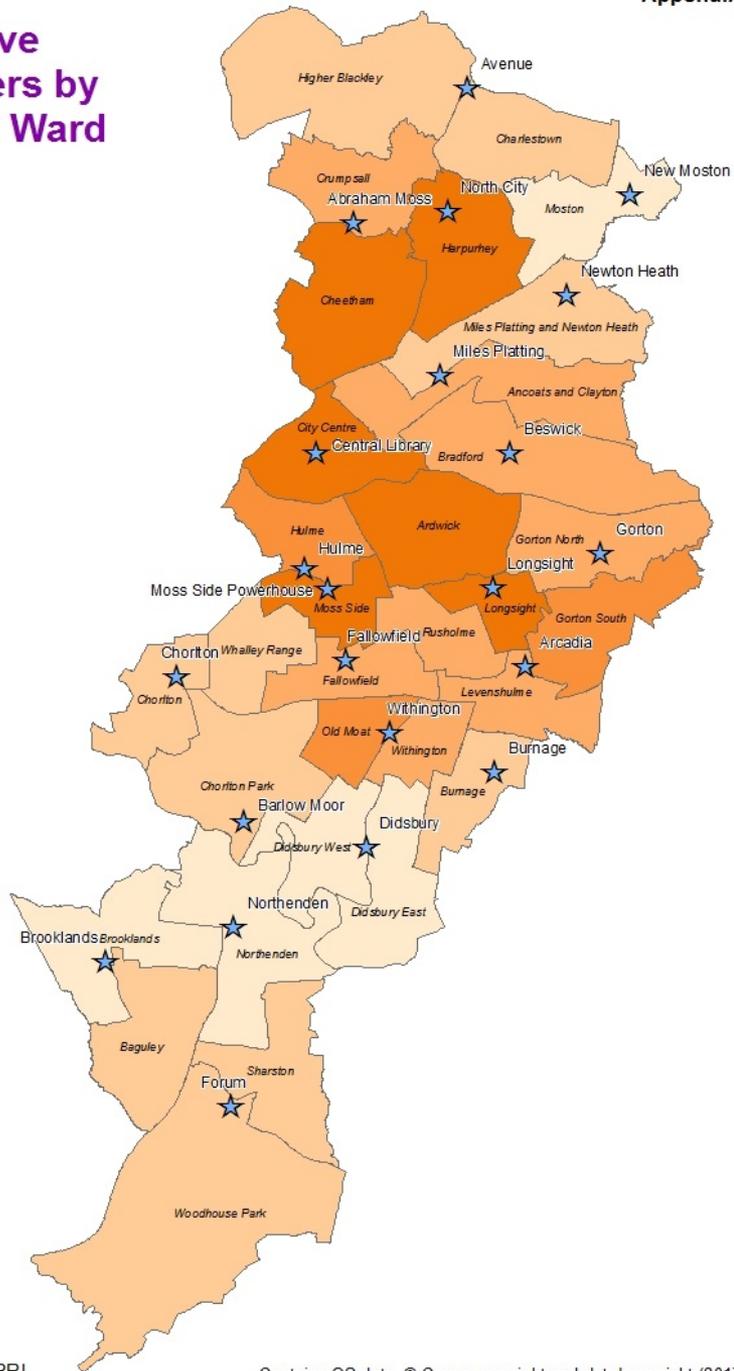
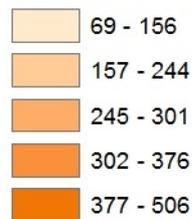
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Age of Active Library Users by Residential Ward

Legend

★ Libraries

Active Users; Age 17-24



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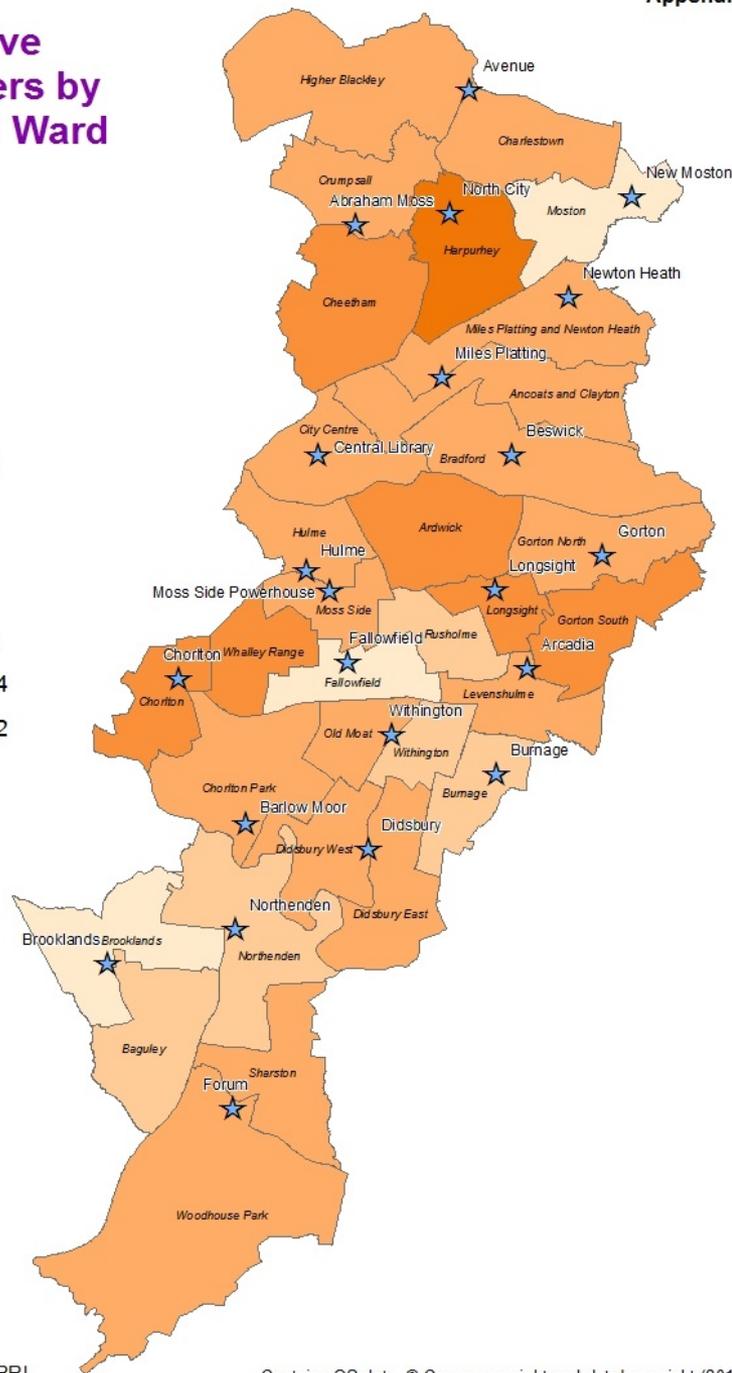
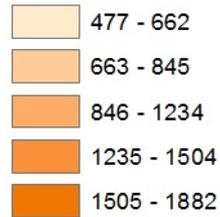
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Age of Active Library Users by Residential Ward

Legend

★ Libraries

Active Users; Age 25-64



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Strategic context

2008 Library Strategy – Tiered and Layered

- 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
- Political and community support



Progress

- 80% of library estate refurbished, modernised or rebuilt since 2005
- Co-location with other partners and service providers
- Leisure Centres x 3
- Adult Education and Community Learning Centres x 2
- Further Education
- Commercial and Retail Partners
- Schools and Academies x 2
- Community partners – social housing providers creating cultural hubs
- Now only 5 stand alone libraries in the city

Investment

- £75m over 10 years
- Refresh FOH 6 – 7 years
- Refresh ICT 6 – 7 years
- Ongoing opportunities – 2 new Library and Leisure Centres
- Health and Wellbeing hubs

Community Libraries

- Library Express
- Smaller collection of books
- Access to FREE Internet – Resident PC hot desking
- Customer Self Service - RFID
- Buddy/Parent Library
- Volunteers / Partner Agencies
- 15 hour minimum staffed opening hours

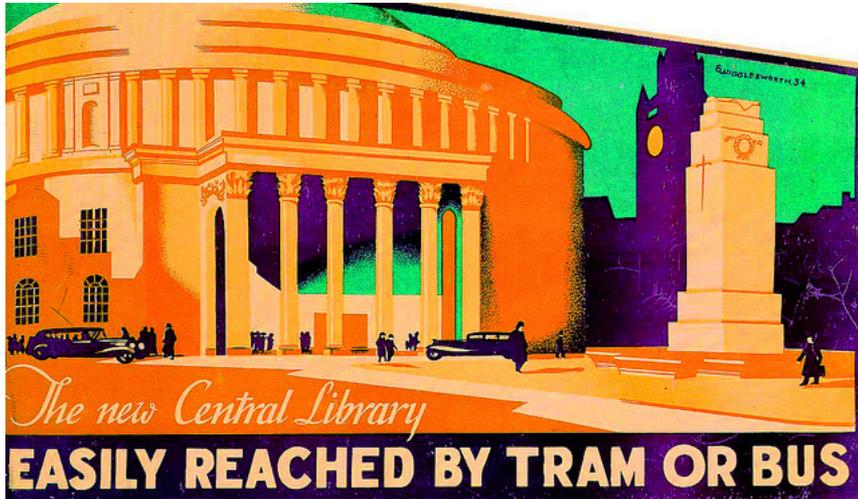
Lessons Learned

- Shared Vision and Leadership – Executive Member and Officers
- Engagement – Community and local members
- Clear and shared partnership vision
- Solutions based approach
- Looking forward not back
- One MCC Team approach
- Try it ! – Sometimes not always big bang
- Not always a one size fits all approach
- Refresh the strategy – continuous improvement

The Library was never finished – it was never meant to be

Central Library Transformation

- A major programme of refurbishment and transformation including 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



Central Library Transformation

- £50m capital programme
- City's Living Room, City's Study, City's Brain
- Reborn 22 March 2014 – 1.6 million visitors
- Connections rather than collections – 70/30
- Redefined customer offer
- New audiences – CYP, Families, BME, Tourist
- Archives +, BIPC, Music, Digital
- Collections review
- Cultural venue and destination – improved reach
- Library City
- Manchester Central Library Development Trust
- Cultural Partnerships – Manchester Art Gallery
- Ward engagement & Central Library on Tour

ORIGINAL: Wolfson Reading Room



THE READING ROOM RESTORED TO ITS ORIGINAL LOOK OF 1934



New services – Archives+



Target Audiences

- Schools
- Learners
- Young People
- Families
- BME communities
- Place based communities
- Communities of Interest
- Job seekers
- Universal audience

Future Priorities

- Raising income
- Fundraising and Sponsorship
- Neighbourhood & Community Focus /Assets
- Cultural and Libraries Programme
- Digital
- Activation
- Learning
- Reform
- Partnership
- Library 2020

GM Libraries Partnership



GM Libraries Partnership

- Partnership Agreement (Libraries and Archives)
- Procurement
- Collections
- Services to Business and Job Seekers
- Reader Promotions and Stock Management
- Shared digital presences
- Shared posts
- LMS – one library catalogue
- Funding opportunities