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## Manchester City Council Report for Information

**Report to:** Communities and Equalities Scrutiny Committee – 22 June 2016

**Subject:** Manchester Libraries – An overview

**Report of:** Deputy Chief Executive (Growth and Neighbourhoods)

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### Summary

The purpose of the report and accompanying presentation is to provide the Communities and Equalities Scrutiny Committee an overview of the vision, strategy and service developments for Manchester Libraries over the past ten years and to advise on future developments and priorities across the service. The report provides information on participation and engagement with Manchester residents and provides insight into some of the key targeted services and the universal services which are delivered across the city to residents of all ages.

### Recommendations

The Committee is asked to note the contents of the report.

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**Wards Affected:** All

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**Background documents (available for public inspection):**

The following documents disclose important facts on which the report is based and have been relied upon in preparing the report. Copies of the background documents are available up to 4 years after the date of the meeting. If you would like a copy please contact one of the contact officers above.

Manchester Libraries – Neighbourhoods Scrutiny Committee 21<sup>st</sup> October 2014

Manchester Libraries – Neighbourhoods Scrutiny Committee 27<sup>th</sup> October 2015

## 1 Introduction

- 1.1 Manchester's Library, Information and Archives Service delivers leisure, cultural, learning and information services through a network of neighbourhood libraries, community partnership libraries and the world class transformed Central Library. The service also operates the 24 hour virtual library, HMP Manchester Prison library and Books to Go (housebound) service and supports a number of neighbourhood based book collections. Manchester Libraries also manages the Greater Manchester County Record Office function on behalf of AGMA (the Association of Greater Manchester Authorities).
- 1.2 The City Library Strategy agreed by The Executive in May 2013 outlined a remodelled library service across the city to ensure the sustainability of statutory city wide library provision. The strategy has developed a model of delivery for a modern, quality, sustainable, comprehensive and efficient Manchester Libraries, Information and Archive service. The strategy created a tiered and layered library offer recognising the reduction in resources and focussing investment in co-location, digital development and wider community engagement, thus ensuring the best use of resources and investment opportunities.
- 1.3 The service operates a hub and spoke model for service delivery, with Central Library underpinning the overarching library offer across the city. Our network of 14 neighbourhood libraries, Moss Side Powerhouse Library and 6 smaller community partnership libraries continue to provide a vital role in the heart of their communities supporting the 5 universal library offers around reading, digital, information, health and learning. Our libraries are valued community spaces and act as a shop front and an access point for a range of other council services and partner organisations.
- 1.4 Manchester Libraries reported the following performance information for 2015/2016
- **2,775,185** physical visits
  - **5,334,152** virtual visits
  - **1,191,539** book issues
  - **560, 598** PC bookings
  - **289,682** wifi sessions
  - **114,017** active library members
  - **14,805** benefits validations
  - **118,577** people attended events

- **18,349** school visits
- **26,779** ebooks/eaudio issues
- **332** volunteers
- **18,209** volunteer hours

\* Statistics cover Apr 2015-Mar 2016 except virtual visits which are April 2014-March 2015

## **2 Strategic Context**

- 2.1 Manchester's libraries have seen a significant transformation over the last ten years. The Council has delivered considerable capital investment in library buildings through an ambitious programme of construction, modernisation, replacement and refurbishment, resulting in 65% of the library network now being significantly improved. Brand new libraries have opened in Harpurhey (North City, 2006), Beswick and Brooklands (2010) and The Avenue Library and Learning Centre opened in 2012 replacing Higher Blackley Library. Wythenshawe Forum Library (2004) and Longsight Library and Learning Centre (2010) have undergone extensive refurbishment and remodelling and a number of other libraries have seen significant improvements to the fabric and décor of their buildings.
- 2.2 The vast majority of our libraries are now located in shared premises operating as joint service centres with a range of partners including Manchester Adult Education Service, Manchester Health Academy, East Manchester Academy and three of our libraries are now operating in joint service centres with GLL to enable leisure and libraries to work together to promote healthy minds and bodies at Abraham Moss (2014), Hulme High Street (2015) and the new Arcadia Library and Leisure Centre which opened in February 2016. Manchester's iconic Central Library reopened after a four year, £50m transformation programme and is now one of the most popular libraries in the United Kingdom attracting almost 1.5 million visitors annually.
- 2.3 The final strand of the strategy which completes the library landscape and ecology are the new operating models in place for our six community partnership libraries, which are not part of our statutory provision, but however compliment and enhance the statutory offer across the city. These have been developed over the past three years with the support of partners, primarily housing providers and operate with the support of volunteers as well as a minimum of 15 hours staff presence and the final operating model, The Place at Platt Lane (formerly Fallowfield Library) was completed in April 2016.
- 2.4 Libraries in the city are open 855 hours per week with larger libraries operating 46 hours per week (including 2 evenings and Saturdays) with other neighbourhood libraries operating 30 hours per week (1 evening and

Saturdays) and our community partnership libraries are open a minimum of 15 hours per week. Our two new libraries in leisure centres, Arcadia Library and Hulme Library, are open 93 and 95 hours respectively using self service technology. The quality and distribution of our libraries is a major strength of the service we provide and over the past few years we have been looking at how we engage and deliver the library offer across the city and not just within library buildings.

- 2.5 The library transformation programme is supported by better systems, new technologies and a range of customer focussed service improvements. This form of channel shift is cost effective, convenient and empowering for customers who want easier, faster access to information, library resources and the ability to manage their library accounts online. The library website is a key part of the service with access to 24 hour resources, local and family history material and ebooks for loan. We have recently introduced an e-magazines service which in its first month had over 1,400 issues. Wifi has been introduced at all libraries across the city and a mobile phone library app is available.
- 2.6 Fundamental to our ability to provide a high quality breadth and range of services is the need to work well and effectively with a broad spectrum of partners and volunteers. Our partnership working across the city ranges from local community groups to specialist intellectual property lawyers who give their time pro-bono to support fledging entrepreneurs, to the British Library, Manchester Metropolitan University, the University of Manchester, the Manchester College and the Arts Council (England). Over 300 volunteers enable us to make the best use of the resources available within the city.
- 2.7 In terms of a strategic planning framework, services in Manchester are being developed to support the 5 nationally agreed 'universal offers', which modern users regard as integral to public libraries; reading, health, digital, information and learning. This will ensure that we have a coherent structured offer which meets the current and future needs of our residents. Libraries offer access to a range of other MCC and partner services, enabling people to access these services at a local level. Library services also provide significant support for key Manchester City Council objectives such as raising literacy levels (both reading skills and digital), reducing dependency, sustaining local neighbourhoods and creating economic growth, and have a critical and key role in supporting the City Council's priorities.

### **3 Understanding our Customers - Public Library Users Survey**

- 3.1 The Adult Public Library User Survey is a national survey of library customers. It was last undertaken in October 2012 and will be repeated in 2016. The 2012 results showed:
- 55% of customers were female and 45% male.
  - 14% of the customers were under 25, while 14% were aged 65 or above.

- 36% of customers who took part in the survey were from an ethnic minority group, with 13% Asian minority groups and 10% Black minority groups.
- 34% of respondents considered themselves to have a disability. 9% had mobility difficulties, 8% had sight or hearing difficulties, 7% had mental health issues and 3% cited other disabilities.
- In terms of sexual orientation, 94% of respondents were heterosexual, 3% gay/lesbian, 1% bisexual and 2% other. The response rate to this question was 74% and therefore the results may not be fully representative.

3.2 Libraries serve the people who live, work or study in their area. Their future usage depends on meeting the needs of those groups. National research has shown that the reasons people use libraries changes during their lifetime. Sections 4-6 of this report identify three types of customer who use libraries and the services we provide to meet their needs:

- Early Learners
- Active Learners and Active Citizens
- Active Ageing

3.3 Appendix 1 contains information relating to Active Users (those who have borrowed an item within the last 12 months) by ward and a break down of gender, ethnicity, age and finally an over view of customers who are members of Central Library, the three libraries co-located with leisure centres and also Didsbury Library to give members a flavour of library use.

## **4 Early Learners**

### *Reading opportunities and Family Activities*

- 4.1 Libraries are a safe place for parents and children to visit with a range of books, attractive children's areas, and policies to help make the library visit a positive experience for parents and children. Manchester Libraries and Bookstart gift book packs to more than 16,000 babies and three-to-four year olds each year, to encourage an early love of books and reading. The Summer Reading Challenge encourages 4-11 year olds to maintain their reading levels over the summer holidays by reading any six books and receiving incentives along the way. Libraries also offer a range of free activities for families including storytimes and crafts.
- 4.2 We are also working with colleagues in Education to support the year-long Council campaign 'Read Manchester' in partnership with the National Literacy Trust. The campaign aims to get the city reading and to dramatically improve literacy levels across the board, from the very youngest to the oldest city residents
- 4.3 Reading Well for Young People was launched on 12 April 2016. It is a set of books about mental health and emotional well-being for 13 to 18 year olds,

available in every library in Manchester. The books provide expert endorsed information, support and advice on a wide range of mental health issues, like anxiety, depression and eating disorders, as well as difficult life experiences like bullying and exam stress. They are all chosen by young people and health experts.

### *Life skills*

- 4.4 Manchester Libraries are supporting new opportunities for youth social action. Key to this drive is the Reading Hack programme, which provides volunteering opportunities to young people aged 13-24. Reading Hack is a national programme developed by The Reading Agency. Manchester is one of four library authorities to be chosen as a 3 year case study. Manchester Libraries will host the flagship event for the inaugural Young People's Festival of Reading in October 2016, providing a unique opportunity for young people to showcase their skills and programme a high profile event.
- 4.5 Through the Reading Hack programme we have increased the number of young people volunteering in Libraries. 62 young volunteers contributed over 500 hours of their time to supporting the Summer Reading Challenge in July/August 2015. Opportunities are now year-round, with new groups forming across the library network. It is anticipated that over 100 young people will support the Summer Reading Challenge in 2016.

### *Digital literacy*

- 4.6 Libraries offer a number of opportunities for children and younger people. For example Central Library, Burnage Library and Disbury Library have all hosted Code Clubs for children aged 9-11 in the last year. This summer we are offering six free coding sessions at Longsight Library, Forum Library and Withington Library. During these sessions the young people will develop a computer game and have it published on-line.
- 4.7 We have also received funding from the Wolfson Foundation to improve the access of digital technologies to children and families within Manchester who may not have the opportunity or skills to access them at home. The project will involve the physical transformation of the children's library spaces in 6 neighbourhood libraries in July and the delivery of digital and creative workshops to children.

## **5 Active Learners and Active Citizens**

### *Community*

- 5.1 The neighbourhood libraries across the city play an integral role in their local communities, acting as a safe, trusted, socially inclusive, free, accessible, welcoming and non-threatening spaces. Library facilities are important community hubs providing community meeting space, often open in the evening and on Saturdays, when other local facilities are closed. They offer local residents access to information, community activities and events, are a

gateway to other council services and also act as creative, cultural hubs within our neighbourhoods. A wide range of council services are delivered through the network of libraries for example adult learning (including learning specifically aimed at getting people back to work), youth provision, councillor surgeries, benefits advice and many other advice sessions.

- 5.2 Libraries role as cultural hubs will also be developed, working with a range of cultural partners, establishing them as venues for cultural activity and engagement. We also work with partners to deliver and support a range of community based local history projects and programmes including Black History Month, Disability History Month and LGBT History Month.

#### *Information*

- 5.3 Libraries play a vital role through the provision of free public access to computers, access to information, benefit validation and advice sessions. Library facilities support communities and can be especially important to communities newly arrived in the city. They are a first point of contact and a safe, non threatening place to spend time and access computers. Many services and agencies, within and outside the council, also use libraries to disseminate information and obtain feedback from communities as well as a venue for delivery.

#### *Business support and Careers*

- 5.4 Libraries are working closely with key partners to deliver support and advice for jobseekers including job clubs, CV help and ICT drop in sessions. Research by the Tinder Foundation has shown that of the people completing digital inclusion in UK libraries 62% progress into employment or report feeling more employable after gaining digital skills.
- 5.5 Libraries are a key source of information for people taking the first steps towards setting up their own business. 38% of customers who attended a business event in 2015-2016 were from an ethnic minority group, 32% were aged 16-35 and 55% were women

#### *Volunteering*

- 5.6 More people are volunteering and becoming involved in community life through libraries and archives and this is also helping to widen the range of services on offer and to secure others. Over 300 volunteers enable us to make the best use of the resources available within the city.
- 5.7 For example a volunteer at North City Library's Storytime sessions has now gained a job with us.

"I saw the volunteering opportunity at the library and applied because I wanted to give something back to the community. I was also looking to take the opportunity to get myself in the best possible position to gain employment, so I took advantage of all the courses being offered to the library volunteers"



“Through my volunteering opportunity, I gained confidence in speaking to members of the public and answering their questions”.

### *Reading opportunities*

- 5.8 Manchester Libraries provide a modern reading service within local communities, in all formats and for all ages. We support a number of Reading Groups and initiatives across the City.
- 5.9 We provide books, storybooks, newspapers, digests, periodicals and language courses in various languages. This includes Arabic, Urdu, Bengali, Chinese, Persian, Somali, Polish and other European languages. We have over 13,000 books in other languages and in 2015-2016 these were issued over 100,000 times. We are about to undertake a review of our community language stock to ensure they continue to represent the communities we serve and we working with our suppliers to improve the Somali stock we have at the Moss Side Powerhouse. We have previously worked with the Multilingual Manchester project at the University of Manchester on the use and makeup of our collections.
- 5.10 We also buy ESOL (English as a second language) and IELTS (International English language testing system) materials to enhance the collections. We also publicise and support the Council’s Talk English project in libraries.
- 5.11 Our libraries offer services for those with a visual impairment including:
- stock which is an accessible format (Spoken Word, Large Print, or e-book).
  - Computer with Supernova software (to magnify text or convert it to speech), giving access to standard Microsoft packages and the internet.
- 5.12 We have adopted the RNIB ‘Six Steps’ which pledges that every library service will provide a nurturing reading and learning environment for blind or partially sighted people. We are also working with the RNIB Library to publicise access to their new e-book service and other collections.
- 5.13 Libraries are celebrating Make a Noise in Libraries fortnight ( 6th - 19th June) by holding events aimed at blind and partially sighted people. Both Central Library and North City Library will be holding drop in events on the afternoon so customers can find out about the services, e-books, audio books and reading equipment on offer.

### *Health and well being*

- 5.14 Mental exercise and social contact are essential for a healthy mind. Libraries play a role in the health agenda by providing mental stimulation and combating loneliness, which are key factors in reducing dementia and depression. Reading itself is good for your health – research shows that reading improves mental well-being, and reduces stress levels by 67%

(Mindlab International, 2009). Libraries offer a range of initiatives and activities to help address the health needs (mental and physical) of the city.

- 5.15 Libraries host *Health Information Points* that offer a one-stop shop for health related information, and *Books on Prescription* that provide a range of self-help books and other recommended titles for people feeling anxious or depressed. Funded by Arts Council England and endorsed by the Department of Health, it is run by The Reading Agency in partnership with the Society of Chief Librarians and involves a new approach to self-help reading groups and schemes that focus on mild to moderate mental health problems. Books cover a range of problems such as stress, depression and anxiety, but also include 'mood-boosting titles' with over 12,000 non fiction titles issued across the city.

## **6 Active Ageing**

### *Reading*

- 6.1 The Books to Go (Housebound) service is available to elderly and disabled people who can't get to a library or have no one to get their books for them. They currently have 639 customers. Each customer has a 6 weekly visit and receives up to 10 books/items per visit. The service makes a real impact in helping to reduce social isolation.

### *Reducing Social Isolation*

- 6.2 Manchester Libraries host a wide range of social activities for older people. These include coffee mornings, Grand Day Outs, reading groups, local history talks and yoga. These activities help to promote mental health and well-being, increasing social engagement and combating loneliness and social isolation.
- 6.3 For example North City Library host a 'Grand Day Out' group every Monday afternoon enjoying 'Silver Surfer' computer sessions, craft activities, quizzes and cultural day trips. This group, with support from staff, has been successful in receiving funding to pay for trips out to museums, art galleries and other destinations.

### *Health and Wellbeing*

- 6.4 We have been working alongside leisure colleagues to promote the Dementia Friendly Swimming project, as many of our libraries are co-located with leisure facilities. As such, front line staff at these venues have received in depth training alongside leisure colleagues so that we are able to offer people with dementia a seamlessly supportive experience. We are also developing a number of other dementia related activities, recognising that keeping socially and mentally active can help to delay the development and progress of dementia.
- 6.5 In partnership with the Public Health Team, given their strong community focus, a number of libraries have been used as the location for NHS healthchecks during summer 2015. These sessions are aimed at early

diagnosis and intervention for people aged 40-74, with nurses on duty to take weight, height, cholesterol, blood pressure and diabetes checks, with advice given and the test results sent onto GPs.

### *Digital Literacy*

- 6.6 Manchester Libraries help residents to develop their digital skills by offering workshops, drop in sessions, ICT taster sessions and space for partners to deliver courses. A recent Arts Council funded project delivered a citywide programme of tablet sessions in Manchester Libraries. The majority of the attendees (67%) were over the age of 60. Research by the Tinder Foundation has shown that of the people completing digital inclusion activity in UK libraries 83% are socially excluded.

## **7 Our Manchester – Our Libraries**

- 7.1 Manchester Libraries, Information and Archives have, over the past three years, been developing new relationships with communities and partners to look at sustainable solutions and models to support Manchester Libraries, with a particular focus on those libraries which operate outside of our statutory provision, namely our community partnership libraries. The community partnership libraries have evolved by taking a strength based approach, listening to our residents and what matters to them and responding, celebrating success and ultimately enabling more activity in some of those venues.
- 7.2 More people are volunteering and becoming involved in community life through libraries and archives and this is also helping to widen the range of services on offer and to secure others. Over 300 volunteers enable us to make the best use of the resources available within the city. There is a rich mixture of volunteers and volunteer opportunities ranging from young people (age 13+) who are our Reading Hack volunteers, students, residents looking for experience to support job seeking, retired residents and those who just want to share, support and meet fellow residents in their communities. We now have over a dozen volunteer opportunities including storytelling, digital and IT support, homework support, meet and greet plus many more.
- 7.3 Our Community Partnership libraries have been developed over the past three years with the support of partners, primarily housing providers and operate with the support of volunteers. In addition, the library service continues to provide at least 15 hours of staff time per week at each, with book stock remaining as part of the overall citywide provision of support. Volunteers at each are also provided with training and support from the library service.
- 7.3.1 *Fallowfield – The Place at Platt Lane Community Library and Resource Centre.* City South Housing has worked with the local community to establish a Community Interest Company. The building has been refurbished in partnership with City South and Manchester Libraries and now hosts new community meeting rooms, which offer a range of activities and services for local people. Renamed *The Place at Platt Lane*, the library is open to the

public 15 hours per week, however, the place now has community activities running from it seven days a week.

The library has successfully recruited a significant number of volunteers, who do a minimum of 3 hours per week, and these help with story time, the homework club, Age Friendly Manchester offers and numerous craft groups. Over ninety children joined the Summer Reading Challenge in 2015, with the majority completing the challenge.

- 7.3.2 *Miles Platting*. This library operates from the Victoria Mill Community Centre, and opens for 15 hours per week over four days. Local residents are always popping in to use our 'drop-in' computers and there is a weekly Tiny Tot and Toddler Time Session for babies, toddlers and pre-school children. A community artist funded by Adactus Housing will provide weekly creativity sessions, well loved by local children.
- 7.3.3 *New Moston*. This Library is open for 15 hours across 4 days. The 'Drop-in' Computers are always busy, over the Summer Holidays children aged 4 – 11 years participated with the Summer Reading Challenge and we devised weekly crafts to support this National project. There are 3 Outreach Volunteers, 2 volunteers on a Friday and a volunteer assists every Saturday afternoon. Central Manchester University Hospitals NHS Foundation Trust leases the whole building and enables the community partnership library service to be delivered from a section of the building.
- 7.3.4 *Northenden*. The library operates from a ground floor space at the Wythenshawe Community Housing Group offices on Palatine Road. It is open 15 hours a week with support from 7 volunteers. In October 2015, the Friends of Northenden Community Library Community Group was formed by volunteers from the library with the view to raising money to deliver a wide variety of activities to all age groups in Northenden. Regular activities include a weekly story session for toddlers and a monthly books club
- 7.3.5 *Burnage*. The library now runs in partnership with Southway Housing and the Friends of Burnage Library (FOBL), and is open 21 hours a week. 40 volunteers help support the running of the library, with over 1000 volunteer hours contributed April-August 2015. Activities include weekly story time sessions for toddlers, weekly local history groups for over 50s, digital drop in sessions, a Code Club and Book Club. With Clean City funding, Southway, FOBL and the City Council have put in raised flower beds and plants for the library garden.
- 7.3.6 *Barlow Moor*. The community library has a dedicated space within the recently built Barlow Moor Community association building, and is open 18 hours a week, including Saturday mornings, with 7 volunteers supporting the service. Regular activity includes storytimes and craft sessions.

## **8 Partnerships and maximising our Community Assets**

- 8.1 The vast majority of our neighbourhood libraries now operate as joint service centres and are vibrant local hubs supporting a range of partners, community organisations and groups, as well as other public sector services and agencies including both local and national government. Three of our libraries are now joint libraries and leisure centres promoting healthy minds and bodies and each of those has seen a significant increase in use since coming together. Two libraries are co-located with Manchester Adult Education Service, The Manchester College share a site in Harpurhey, Acadamies are our partners in Beswick and Brooklands and our first transformed library completed 2003 is the Forum Library in Wythenshawe which shares a site with a number of partners.
- 8.2 There are now just five stand alone libraries – Gorton, Withington, Didsbury, Chorlton and Newton Heath – and there are active plans to maximise the potential for greater shared use of these buildings with key partners, and to enable increased use at all of our neighbourhood libraries outside of traditional library opening hours
- 8.3 At Gorton there are plans to enhance the three extremely well used community meeting rooms and to reconfigure the entrance space. This would allow a wider range of groups and agencies discrete access to the meeting rooms outside normal opening hours. Currently the rooms are only available when the library is open, 30 hours a week and only one evening. The rooms are already very well used by local groups and plans are underway to increase the amount and type of furniture to enable more flexible use of the three spaces.
- 8.4 The recent refurbishment at Chorlton Library has enabled us to refresh this library, originally opened in 1914 and provide a new suite of PCs and an upgraded children’s library. The library is currently used by Sure Start and the meeting room has discrete access which can allow the building to be used outside of normal opening hours.
- 8.5 Didsbury Library will have its access and civic realm improved and we are now have community groups using the library out of hours.
- 8.6 Newton Heath will be subject to a much needed external makeover with the use of clean city funding to upgrade the civic realm and the external paintwork.
- 8.7 There are plans to carry out a feasibility study to potentially remodel Withington Library and we are soft market testing the potential for a café offer in the library.

## **9 Communication Strategy**

- 9.1 Manchester Libraries in partnership with Corporate Communications have worked hard to attract residents through marketing and promotional campaigns and innovative services such as the greater use of social media. However we recognise that we need to change the perception and raise

awareness of libraries, the services we provide and benefits they bring. In the past year we have made a number of improvements:

- Creation of a new look and feel with the strapline 'The Possibilities are Endless'
- New library cards.
- New internal/external signage at the Forum Library (internal), Hulme Library, Withington Library, and Didsbury Library. Signage will be installed at Brooklands Library, Gorton Library and Chorton Library over the next few weeks and remainder of the libraries will be completed this year.
- Review of the online presence and customer journeys.
- New promotional banners, posters and leaflets.

## **10 Library 2020**

10.1 Library 2020 is the next iteration of the library strategy and significant capital investment has been requested to support IT upgrades and customer self service at all of our venues. This will include:

- Refresh of Self Service Equipment
- Refresh of public PCs and introduction of self service printing
- Wifi printing at Central Library, Longsight Library, North City Library and the Forum Library
- Introduction of on-line payments for customers
- Upgrade to customer facing furniture in Libraries

## **11 Greater Manchester**

11.1 In March 2014 the ten AGMA library authorities signed a memorandum of understanding to support and formalise their relationship and to continue to develop a range of collaborative activities and already established arrangements.

11.2 There is already a strong track record of collaboration and partnership working among library services in Greater Manchester and the wider North West.

11.3 A new shared Library Management System across 7 authorities now enables customers to have single, seamless access to library services across Greater Manchester. This makes it easier for customers to find information and books across the region, including:

- One library card - Customers are able to use their library card in other authorities to enable them to borrow books and use PCs.
- Single login - customers are able to view and renew all their loans from libraries across the consortium online.
- One Greater Manchester Library catalogue of books and materials.
- Consortium reservations – customers can reserve books from across the consortium.

11.4 The following areas have been identified as priorities including:

- Early Years - The Early Years offer has long been a core part of the public library offer. The ten authorities will work together to identify and map best practice against the new Early Years delivery model, and increase awareness of our offer particularly across partners in Early Years settings.
- Healthy Libraries - The ten authorities will work together with colleagues from Public Health to produce an annual programme of health information and promotion in order to increase residents' awareness and access to this information
- E-books - Library e-book use and issues are increasing nationally, but is generally poorly marketed and communicated to residents and customers. Each library service in Greater Manchester has its own e-book offer. We will identify how the ten authorities can work more closely together to make it easier for residents to access e-book content and increase reading opportunities.
- Arts Council England Strategic Touring Fund – submit a joint funding application in conjunction with the Greater Manchester Arts Officers Network.

## 12 Library Ambition – the National Context

12.1 The Independent Library Report for England (2014) called for a national strategy which could articulate what public libraries in England are and why they are a force for good for us all.

12.2 At the request of the Department for Culture, Media and Sport, the Leadership for Libraries Taskforce has developed a draft Ambition document for public libraries in England. The purpose of the document is to provide a focus for collaborative action, and a clear articulation of the government's and Taskforce's vision and support for public libraries in England. It also provides a confirmation of how libraries support and add value to a range of local and national policy priorities and link to practical examples of existing good practice.

12.3 There has been a consultation around the publication of *Libraries Deliver – An ambition for English Public Libraries* and a final report and action plan will be produced by the end of Summer 2016. Manchester's Strategic Lead – Libraries, Galleries and Culture is a member of the Libraries Taskforce.

## 13 Future priorities

13.1 The following is a summary of future priorities for the library service.

- **Raising Income** – there has been success in creating new income streams through retail, the café, licensing / reproduction, and family history research. We are currently exploring further avenues for raising income for Archives+ and Central Library and at key neighbourhood libraries across the city by introducing vending and extending our retail offer.

- **Fundraising and Sponsorship Opportunities.** Sponsors are actively being sought and grants applied for to enable us to continue to develop an activity programme for Central Library and allow us to take its resources and collections out to communities across Manchester. We are working with the University of Manchester on potential funding bids to help digitise our archives and collections.
- **Neighbourhood Focus.** Contribute to the emerging place plans and develop ward plans and library action plans for each local library. Continue to develop strategies through digitisation and engagement that allow Central Library's archives and collections to be taken out to communities and neighbourhoods across Manchester. In particular with young people, families and schools.
- **Cultural programme.** Continuing to build strong partnerships between our library venues and the city's cultural organisations remains a key part of developing and attracting investment to support a good local cultural infrastructure and offer in neighbourhoods - linked to the city centre building on the success of Central Library as a key cultural venue. Development of strategic partnership between the Greater Manchester Libraries and Arts Officers Network, with a view to joint procurement, shared programming and leading the development of arts practice and production in neighbourhood libraries.
- **Digital by Design.** We will continue to work with partners to digitise our collections and make them available online whilst promoting the virtual 24 hour library across the city.
- **Enablement.** Continue to recognise and utilise the benefits of volunteers and the voluntary sector in bringing a wide range of skills and experience to the wider library service. Continue to try and diversify and increase the volunteer base – in particularly with young people, developing skills and helping to create positive pathways to work. Continue to help activate community and voluntary heritage projects at neighbourhood level.
- **Learning.** Continue to work with schools, young people and partners to ensure the archive collections are used as an inspiration for learning, developing new skills and creating a strong sense of place.
- **Partnership.** Continue to build capacity by working in partnership with our existing partners whilst identifying new partnership models with a neighbourhood focus improving access and use of our venues across the city. The service will continue to develop partnerships with other cultural organisations and institutions in Manchester as well as the other nine districts in Greater Manchester

## 14 Conclusion

- 14.1 Manchester Libraries has transformed itself, change has been rapid and the service is now highly regarded and seen as playing a vital role in the heart of



every neighbourhood and community in the city. Manchester's libraries have seen a significant transformation over the last decade. Part of the improvement has been the significant capital investment in library buildings. The vision for a modern, quality, sustainable and comprehensive public library service has been delivered through a programme of modernisation, refurbishment and replacement of library buildings with a focus on co-location, digital development, wider community engagement and partnership thus ensuring the best use of resources and investment opportunities, resulting in 80% of the library estate now being significantly improved. These are exciting and challenging times for Manchester Libraries, both in terms of building on the excellent work that has already been done, and in terms of future development with new locations, new partnerships and new technology within the current financial climate.

**Appendix 1 Performance Information**

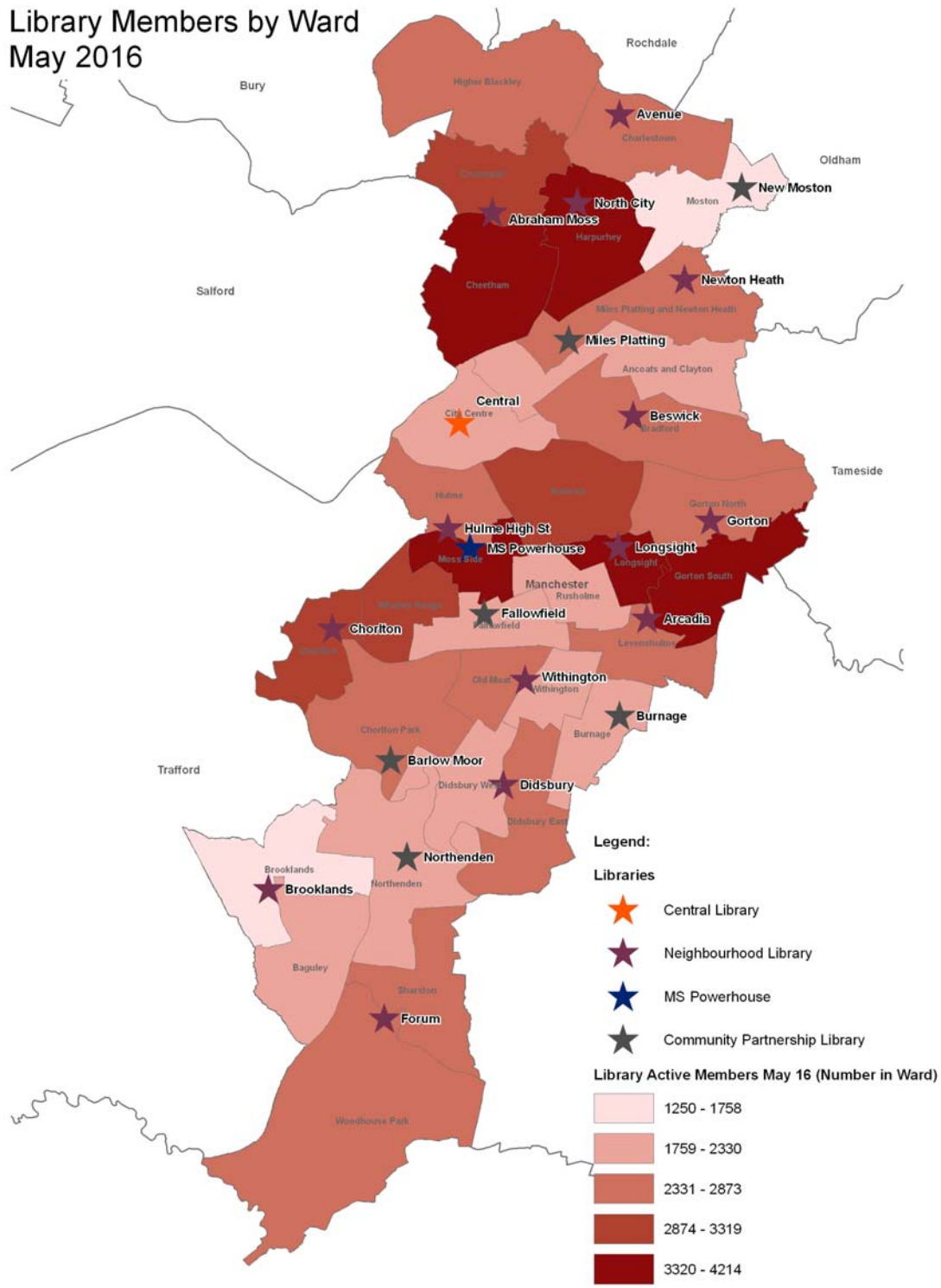
**Active Users Demographic Summary - As at May 2016 – By Ward**

Ward	Active Users	% of Mcr Total Active Users	% of Ward Population
Ancoats and Clayton	2,437	3%	14%
Ardwick	3,338	4%	17%
Baguley	2,049	2%	14%
Bradford	2,730	3%	15%
Brooklands	1,245	1%	9%
Burnage	2,199	3%	14%
Charlestown	2,466	3%	17%
Cheetham	3,854	4%	16%
Chorlton	3,147	4%	23%
Chorlton Park	2,571	3%	17%
City Centre	2,265	3%	11%
Crumpsall	3,002	3%	18%
Didsbury East	2,702	3%	19%
Didsbury West	2,323	3%	19%
Fallowfield	1,977	2%	13%
Gorton North	2,862	3%	17%
Gorton South	3,832	4%	19%
Harpurhey	4,218	5%	22%
Higher Blackley	2,635	3%	19%
Hulme	2,742	3%	15%

Levenshulme	2,666	3%	17%
Longsight	4,102	5%	27%
Miles Platting and Newton Heath	2,620	3%	17%
Moss Side	3,643	4%	18%
Moston	1,769	2%	12%
Northenden	2,212	3%	15%
Old Moat	2,819	3%	19%
Rusholme	2,109	2%	15%
Sharston	2,708	3%	16%
Whalley Range	3,044	4%	20%
Withington	2,046	2%	15%
Woodhouse Park	2,444	3%	18%

GM Authority	Users	% of Overall Total
GM: Bolton	665	1%
GM: Bury	1,898	2%
GM: Oldham	1,403	1%
GM: Rochdale	1,458	1%
GM: Salford	3,118	3%
GM: Stockport	3,372	3%
GM: Tameside	1,712	2%
GM: Trafford	4,756	5%
GM: Wigan	433	0%

### Library Members by Ward May 2016



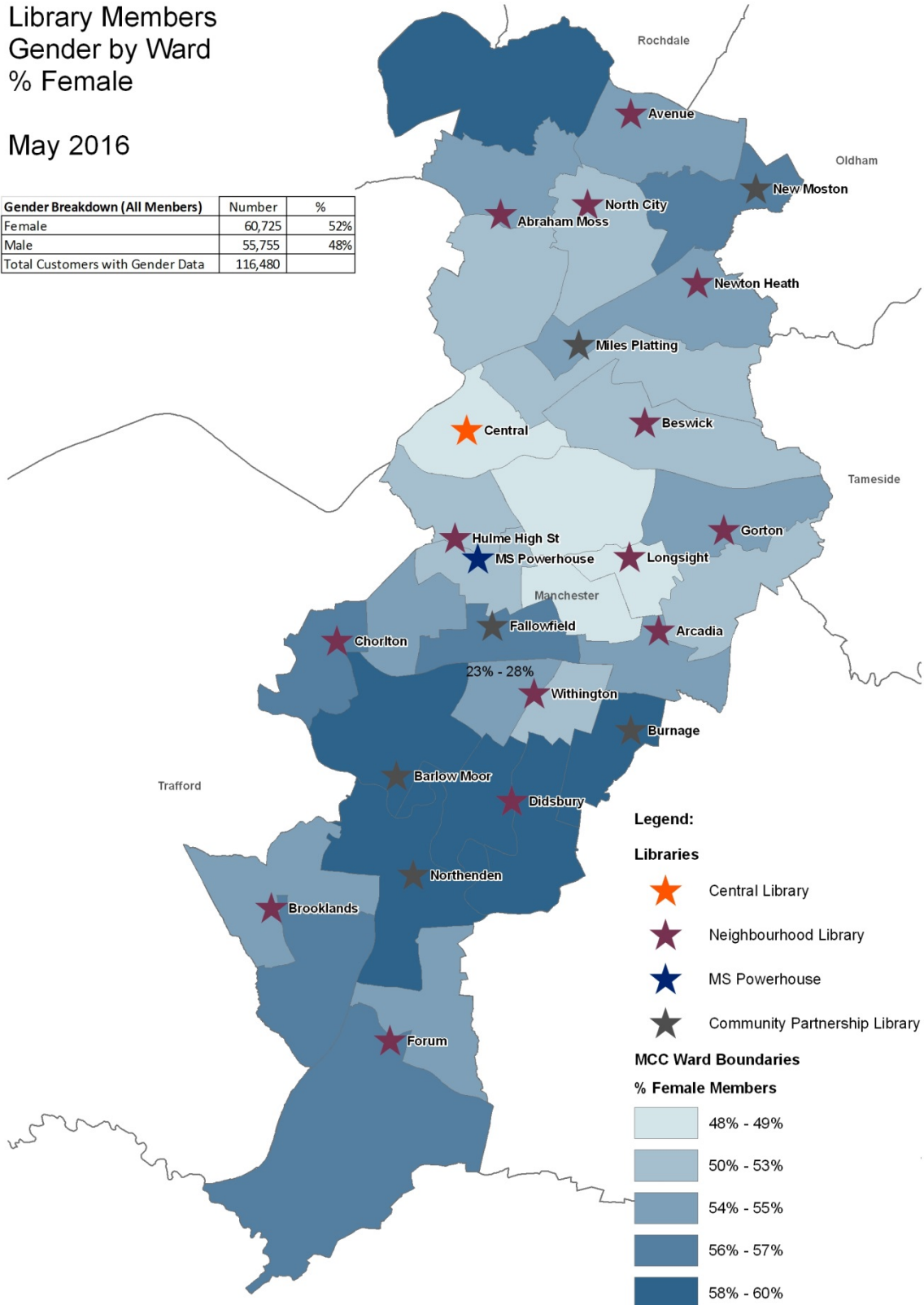
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Library Members  
Gender by Ward  
% Female

May 2016

Gender Breakdown (All Members)	Number	%
Female	60,725	52%
Male	55,755	48%
Total Customers with Gender Data	116,480	



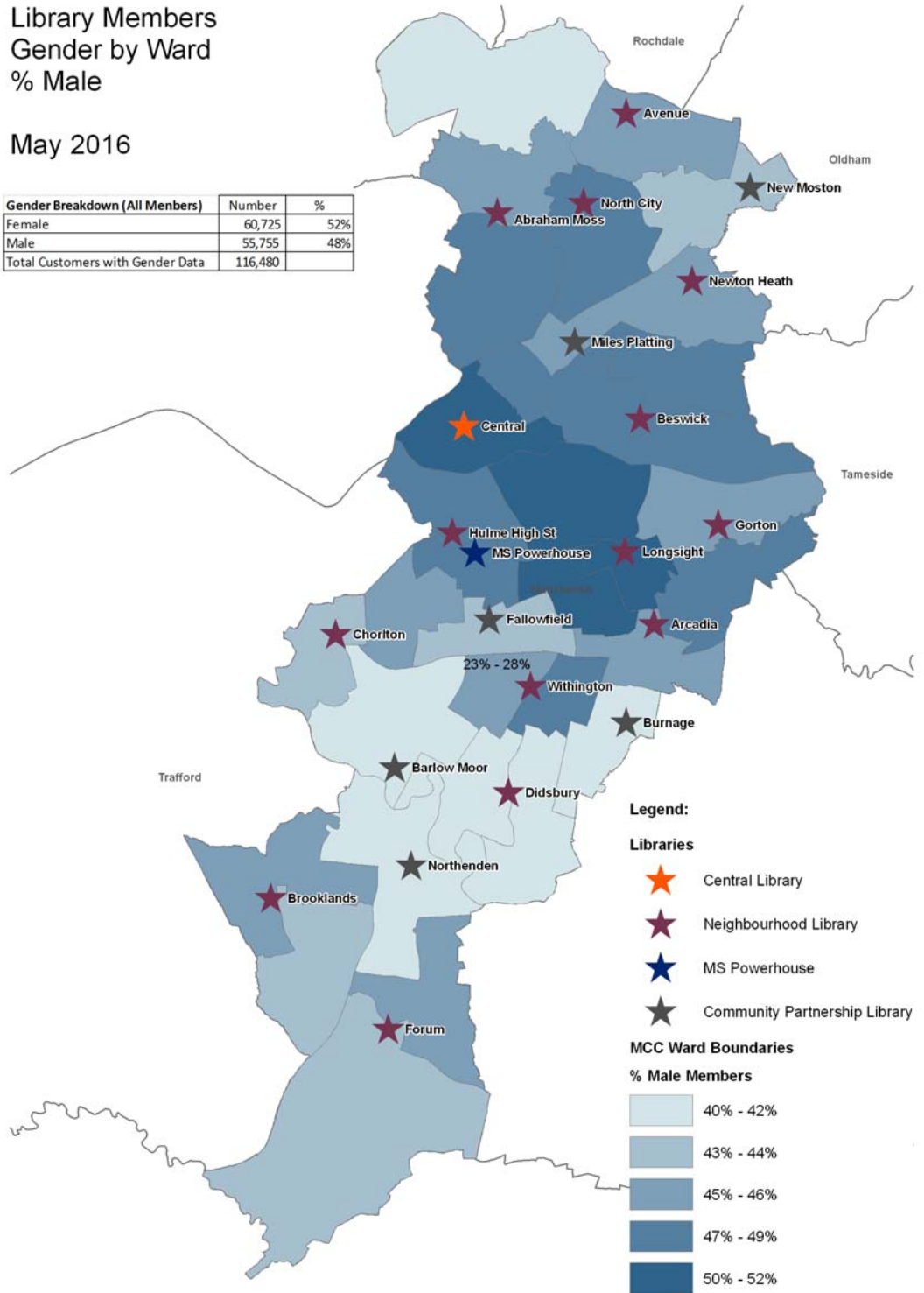
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Library Members  
Gender by Ward  
% Male

May 2016

Gender Breakdown (All Members)	Number	%
Female	60,725	52%
Male	55,755	48%
Total Customers with Gender Data	116,480	

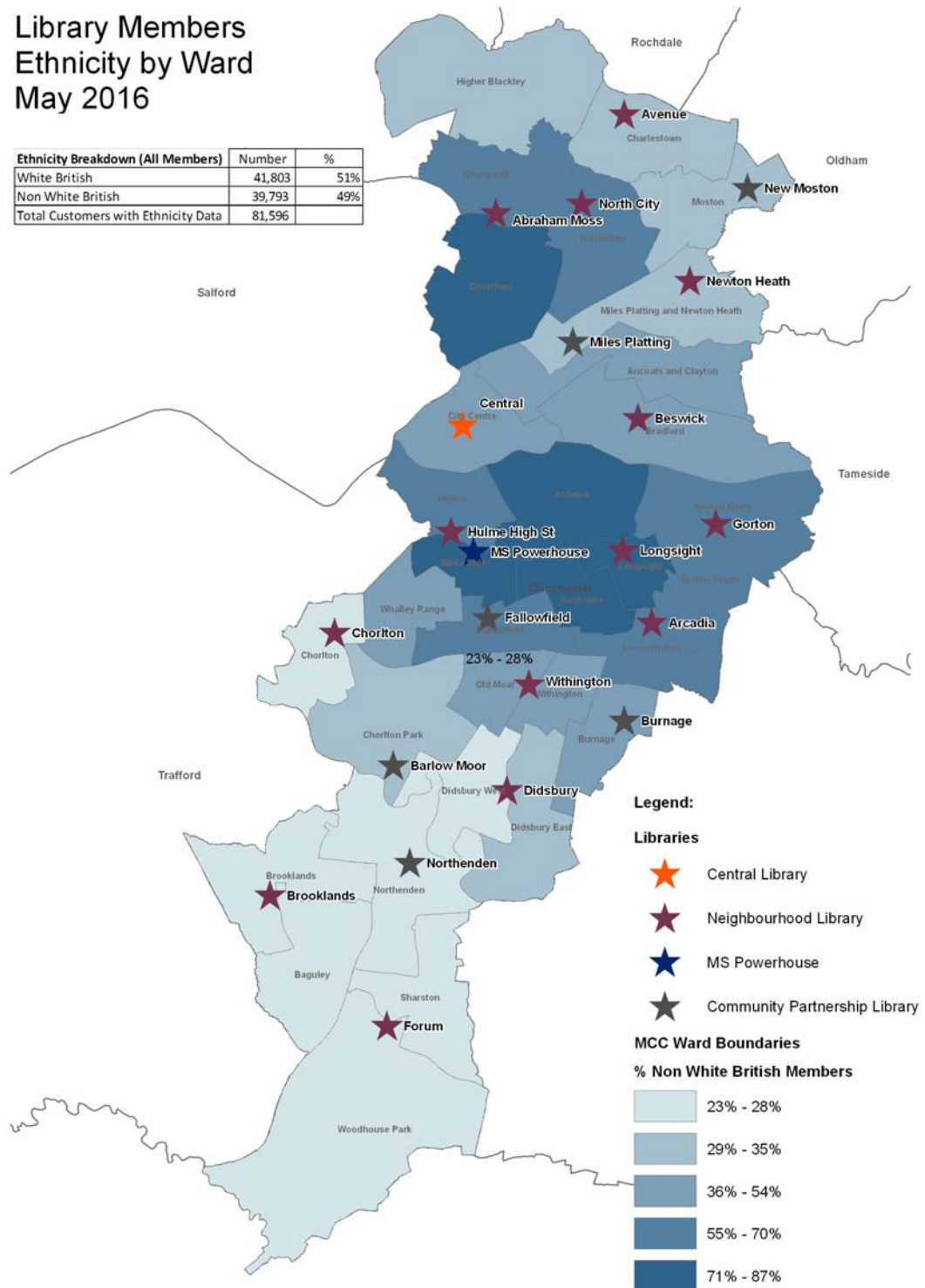


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### Library Members Ethnicity by Ward May 2016

Ethnicity Breakdown (All Members)	Number	%
White British	41,803	51%
Non White British	39,793	49%
Total Customers with Ethnicity Data	81,596	



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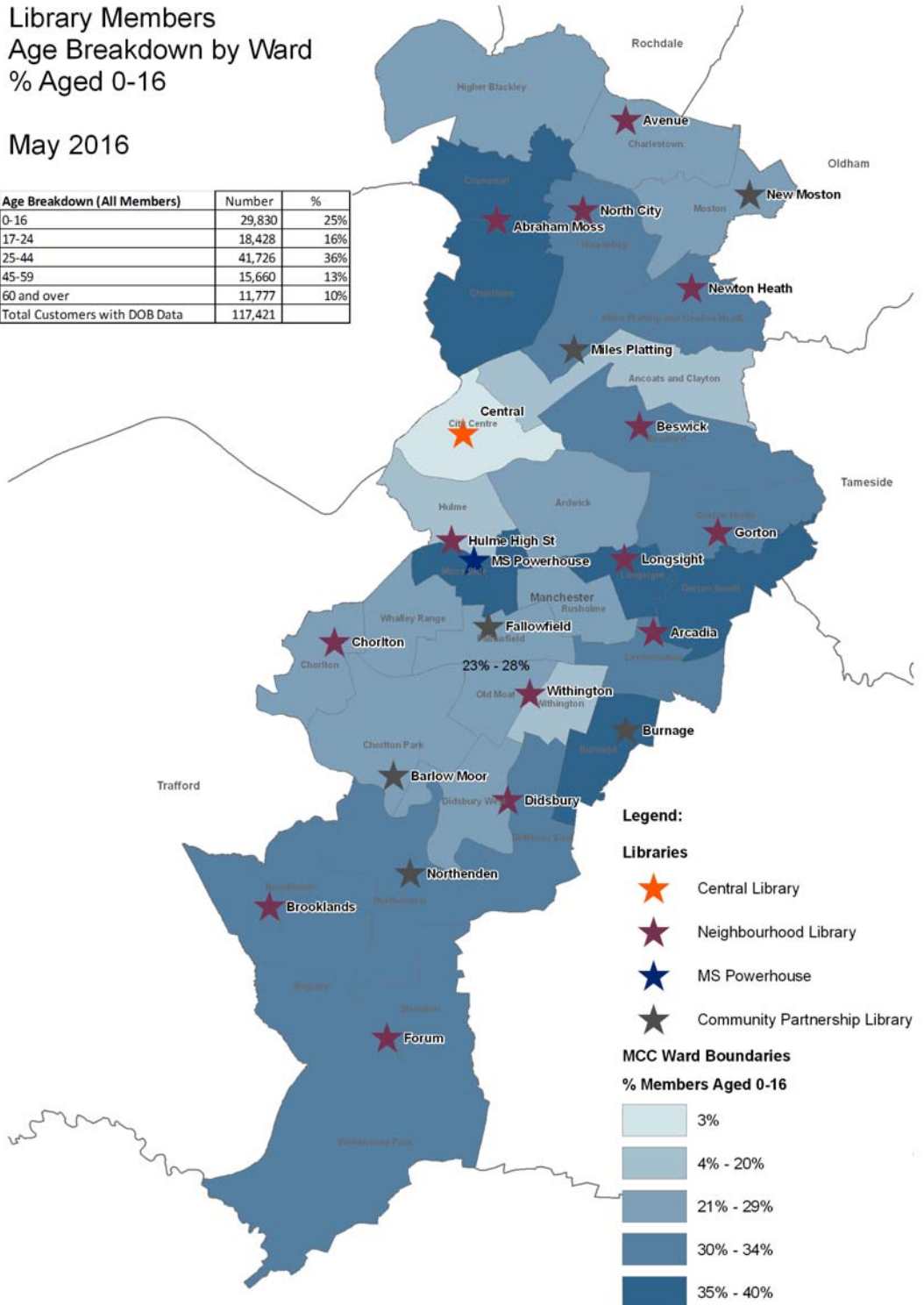
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Library Members  
Age Breakdown by Ward  
% Aged 0-16

May 2016

Age Breakdown (All Members)	Number	%
0-16	29,830	25%
17-24	18,428	16%
25-44	41,726	36%
45-59	15,660	13%
60 and over	11,777	10%
Total Customers with DOB Data	117,421	



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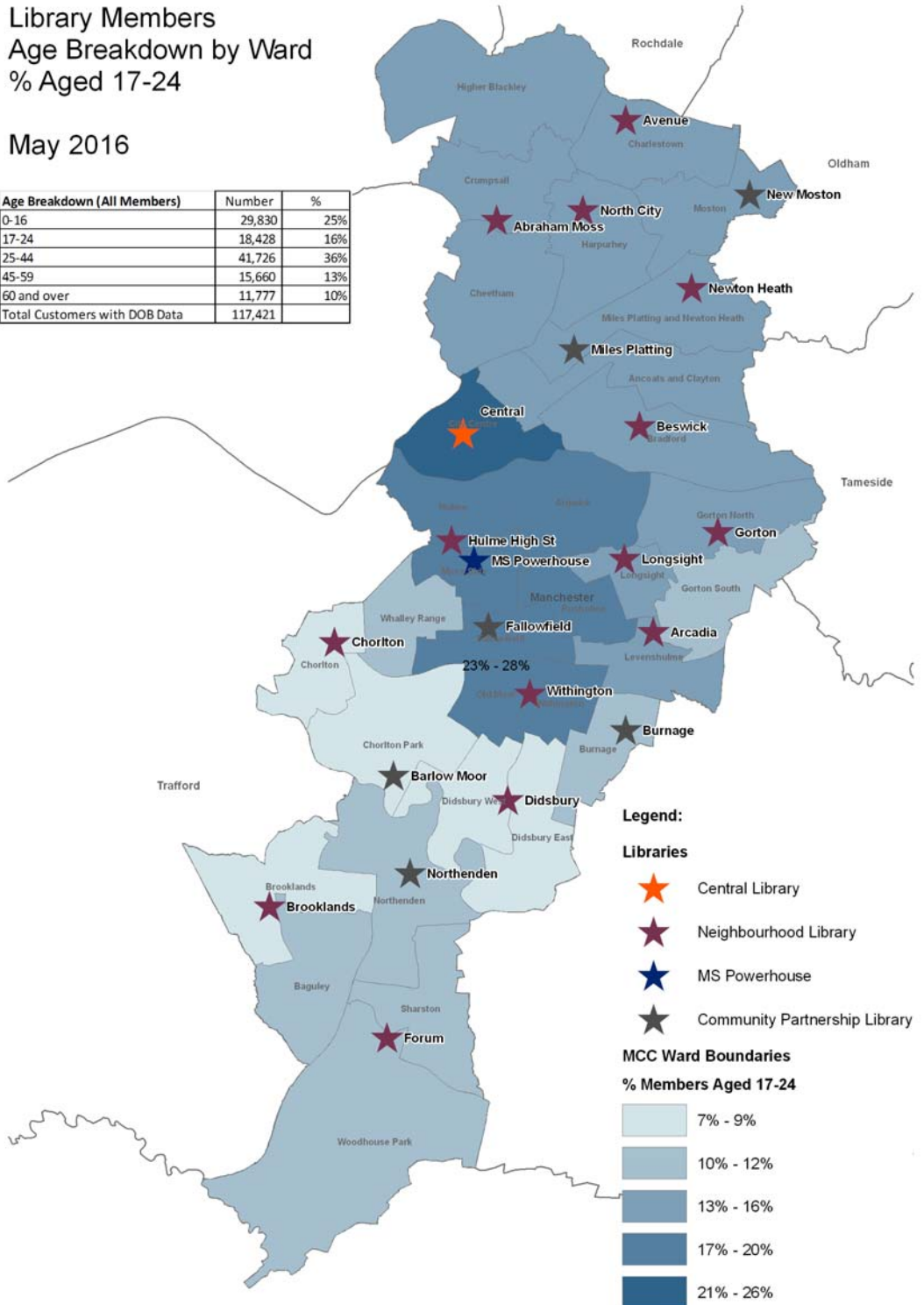
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Library Members  
Age Breakdown by Ward  
% Aged 17-24

May 2016

Age Breakdown (All Members)	Number	%
0-16	29,830	25%
17-24	18,428	16%
25-44	41,726	36%
45-59	15,660	13%
60 and over	11,777	10%
Total Customers with DOB Data	117,421	



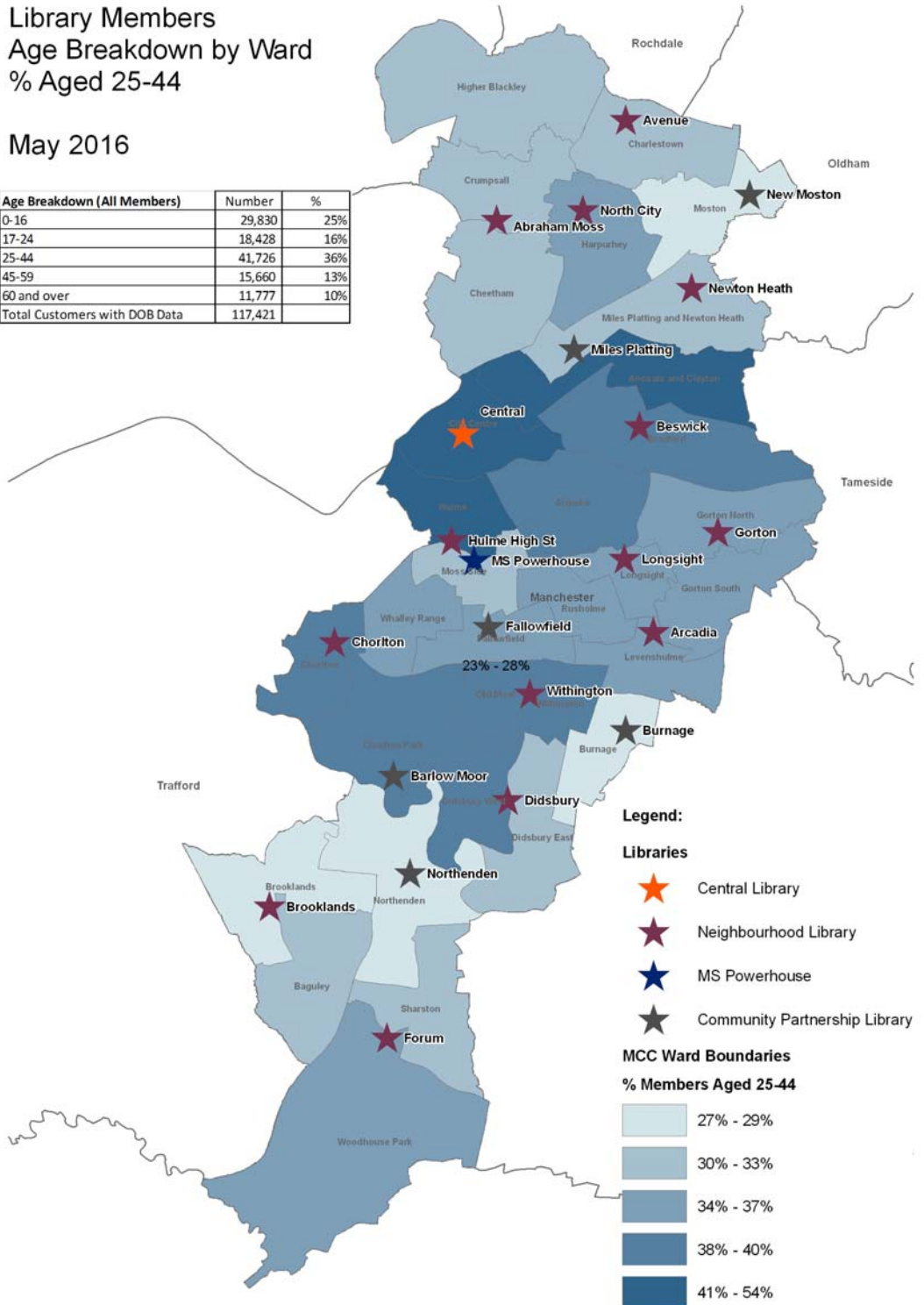
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Library Members  
Age Breakdown by Ward  
% Aged 25-44

May 2016

Age Breakdown (All Members)	Number	%
0-16	29,830	25%
17-24	18,428	16%
25-44	41,726	36%
45-59	15,660	13%
60 and over	11,777	10%
Total Customers with DOB Data	117,421	



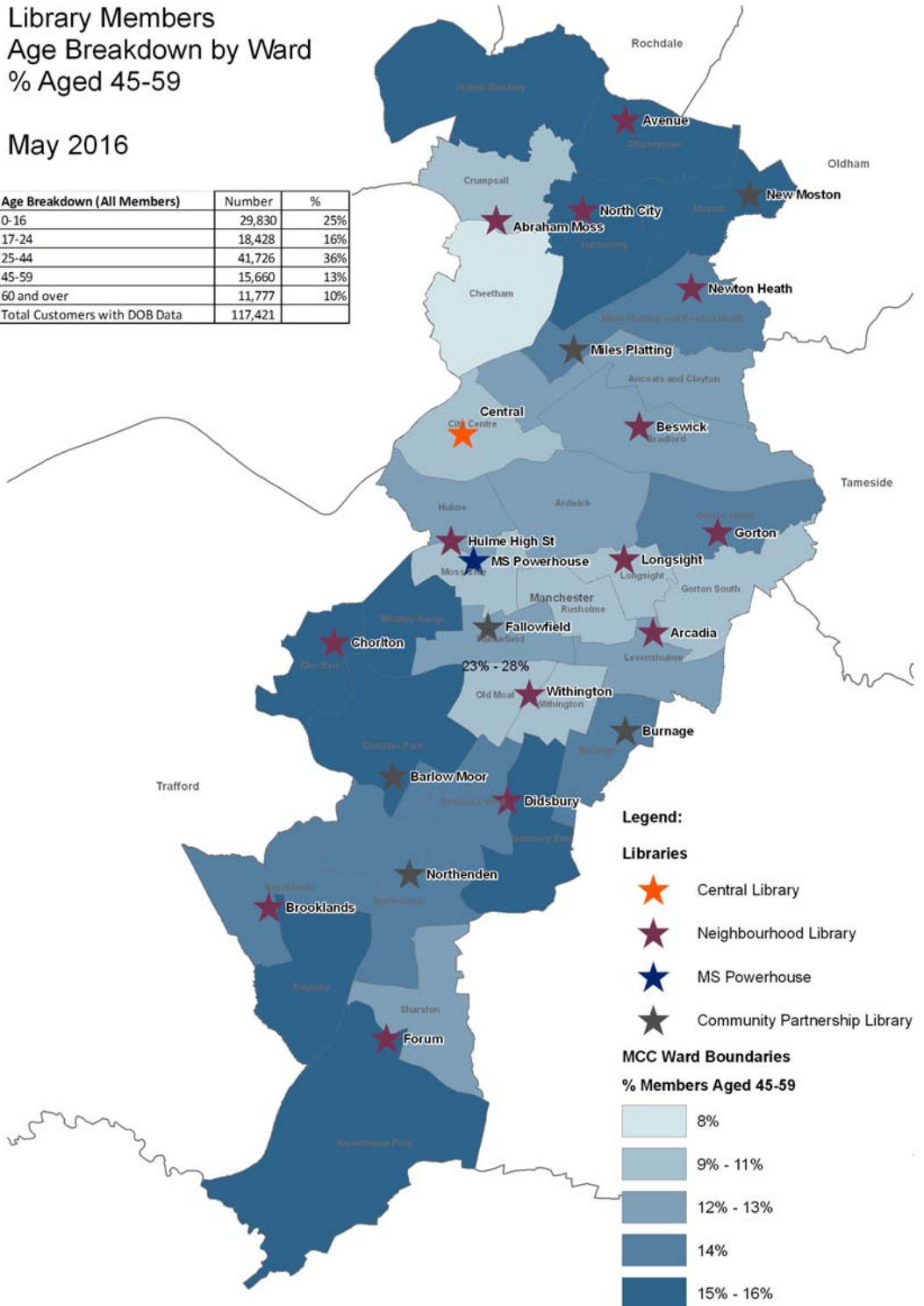
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Library Members  
Age Breakdown by Ward  
% Aged 45-59

May 2016

Age Breakdown (All Members)	Number	%
0-16	29,830	25%
17-24	18,428	16%
25-44	41,726	36%
45-59	15,660	13%
60 and over	11,777	10%
Total Customers with DOB Data	117,421	



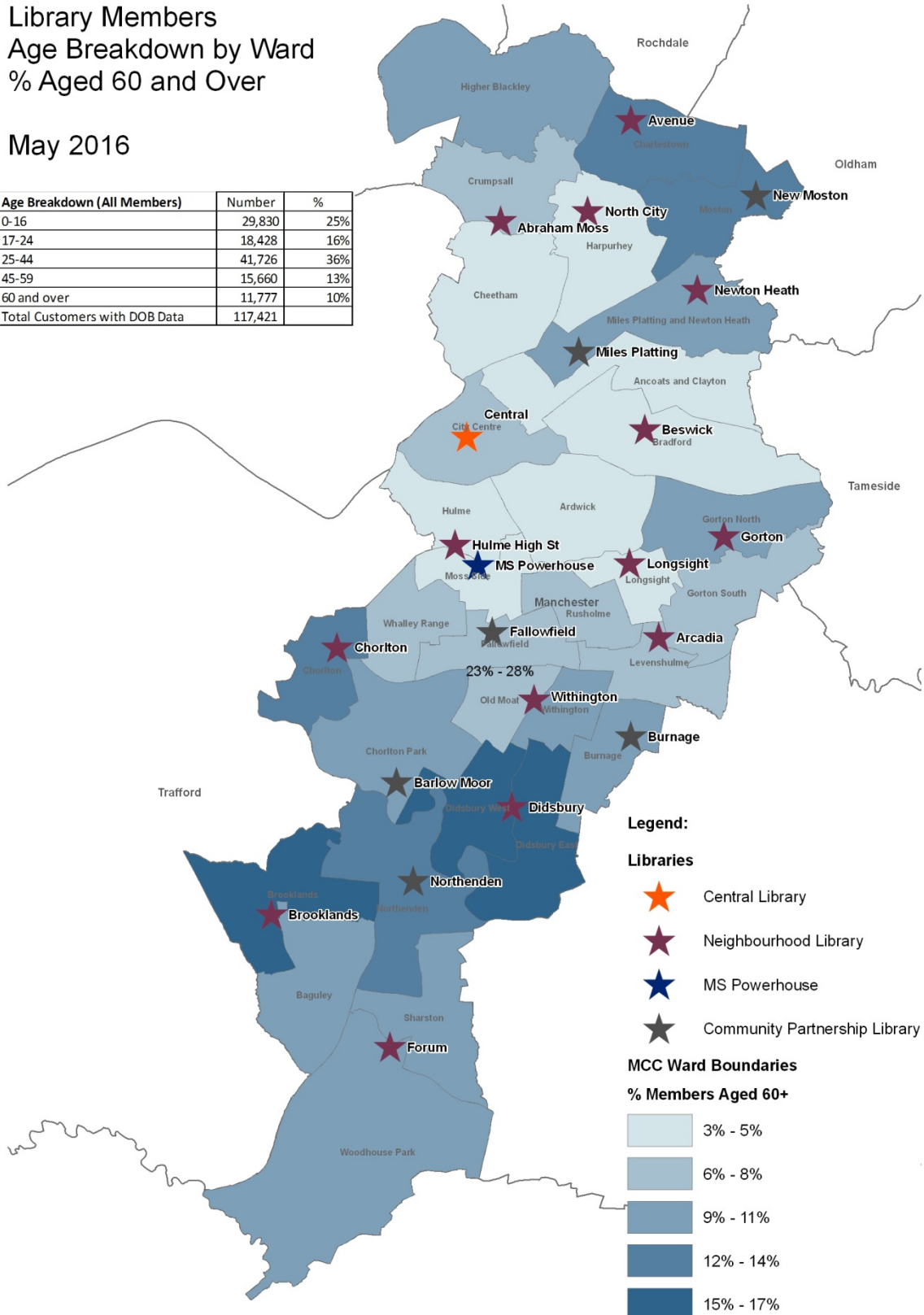
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Library Members  
Age Breakdown by Ward  
% Aged 60 and Over

May 2016

Age Breakdown (All Members)	Number	%
0-16	29,830	25%
17-24	18,428	16%
25-44	41,726	36%
45-59	15,660	13%
60 and over	11,777	10%
Total Customers with DOB Data	117,421	



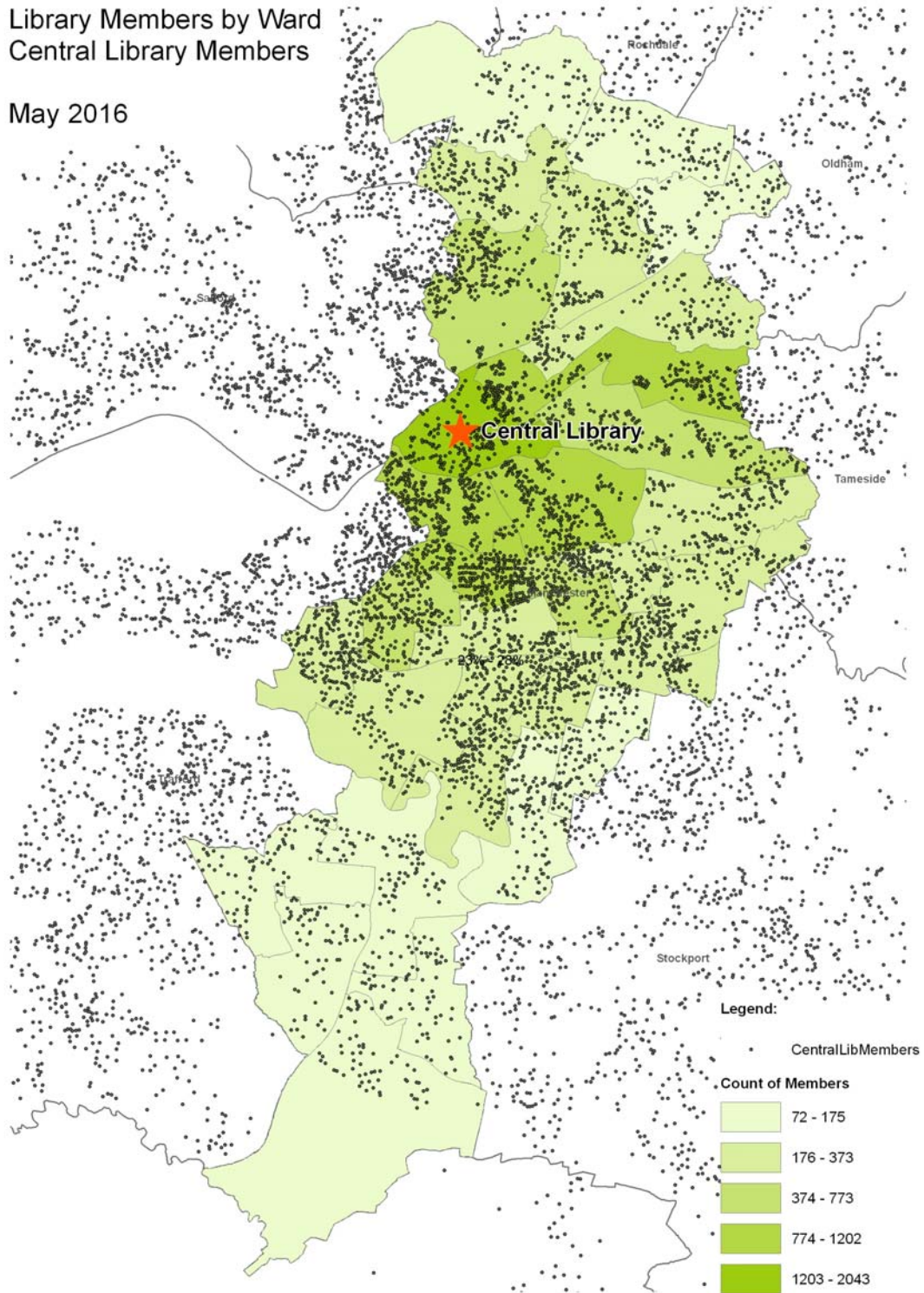
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### Library Members by Ward Central Library Members

May 2016

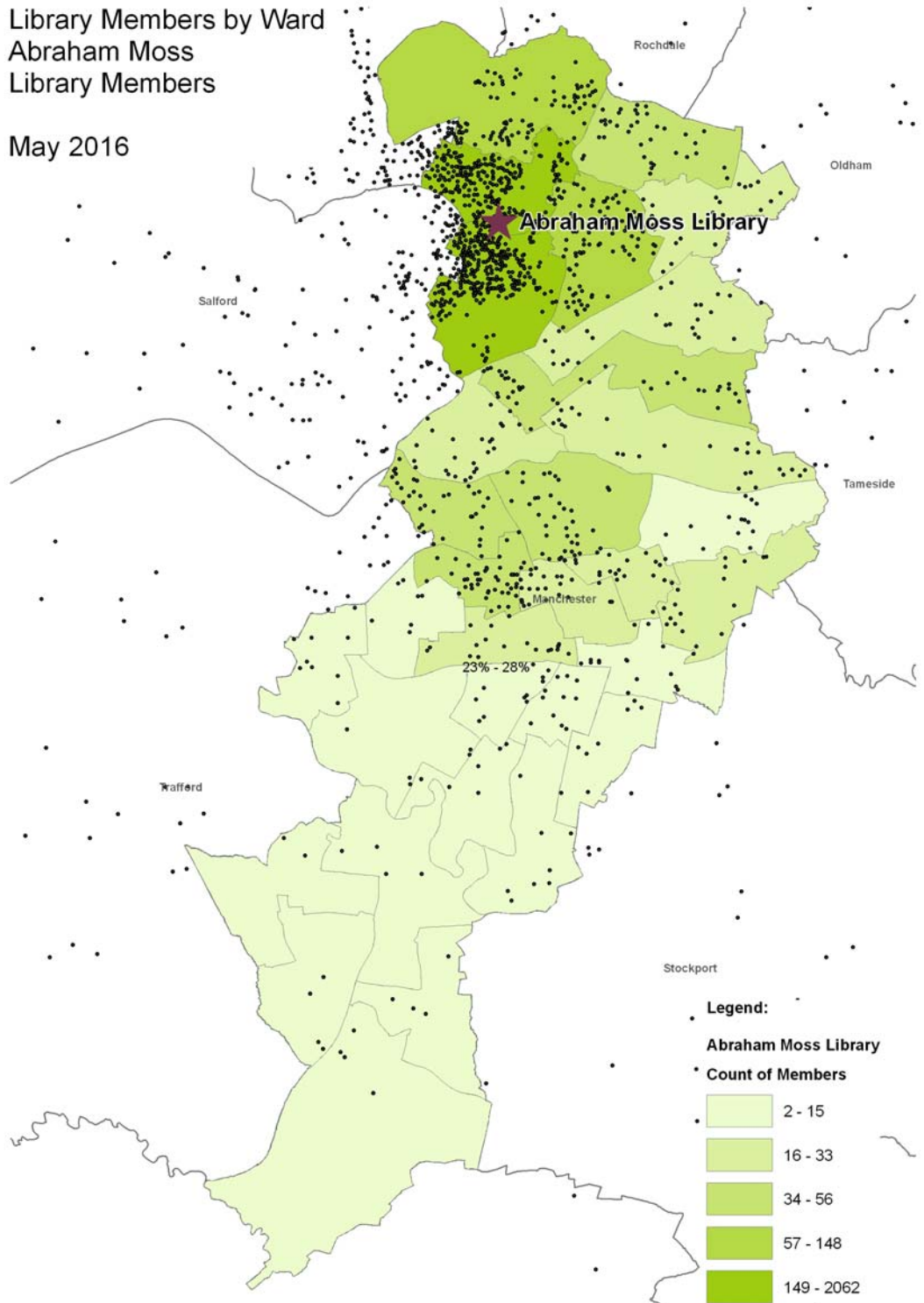


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Library Members by Ward  
Abraham Moss  
Library Members

May 2016

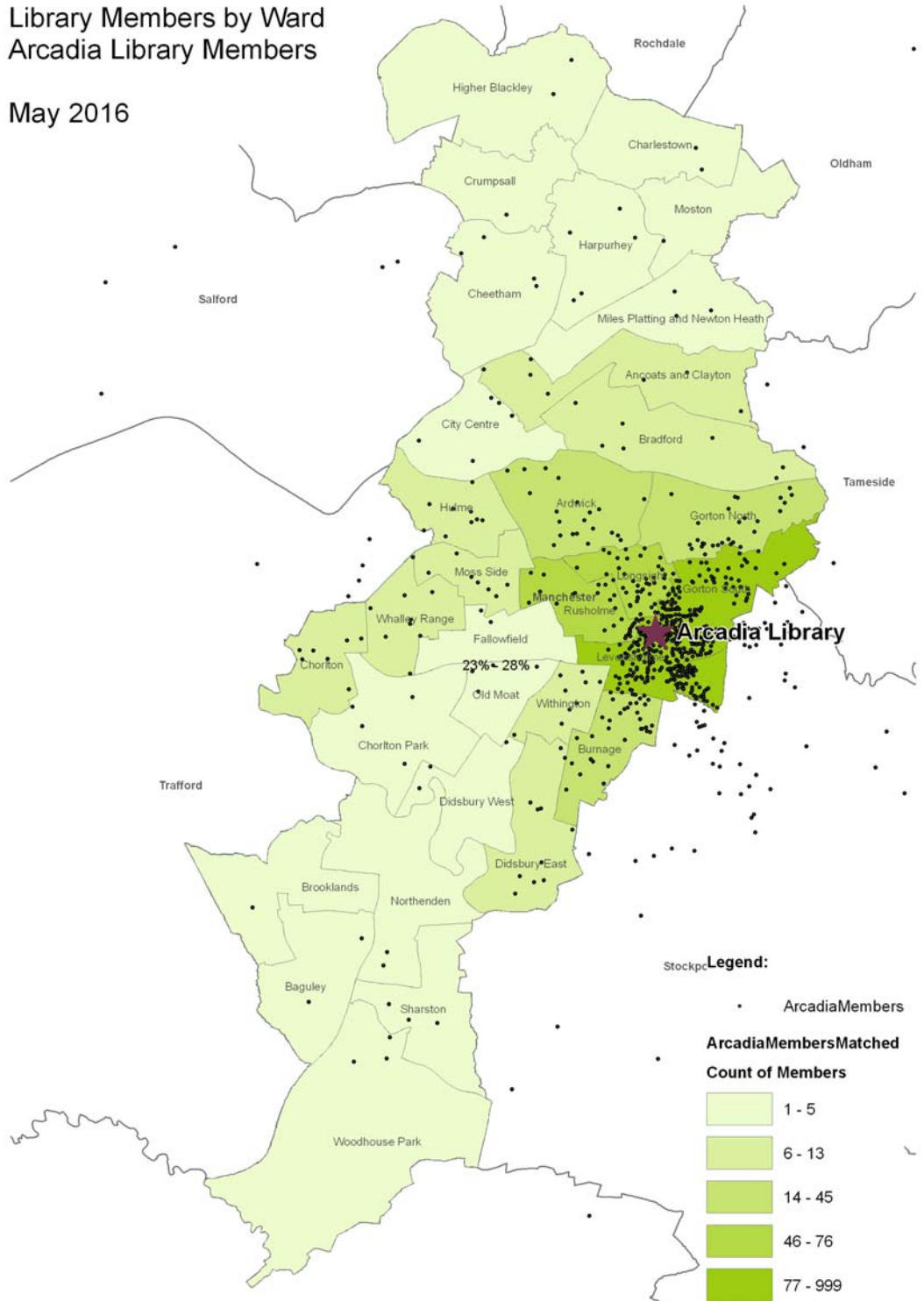


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Library Members by Ward  
 Arcadia Library Members

May 2016



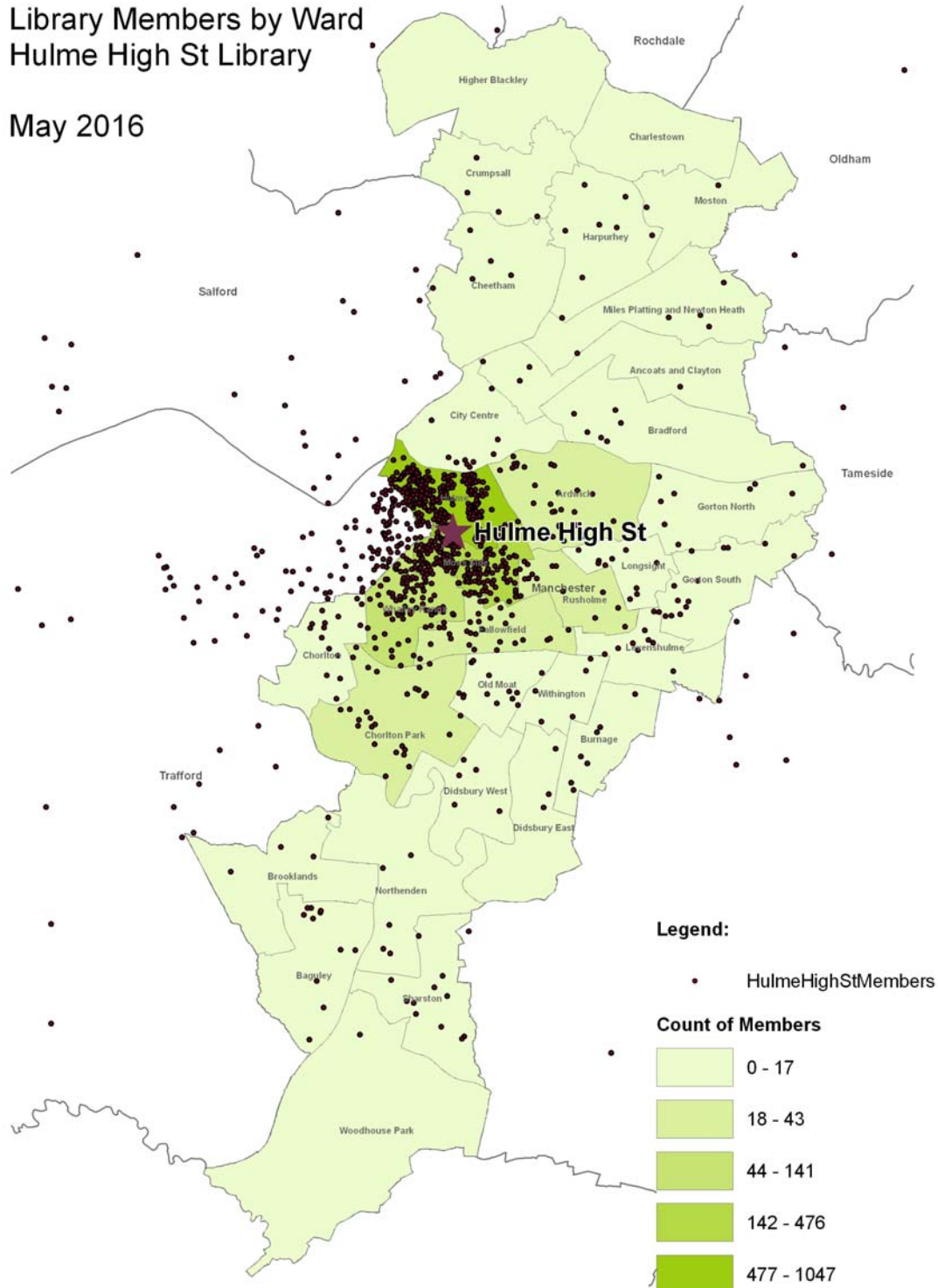
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# Library Members by Ward Hulme High St Library

May 2016



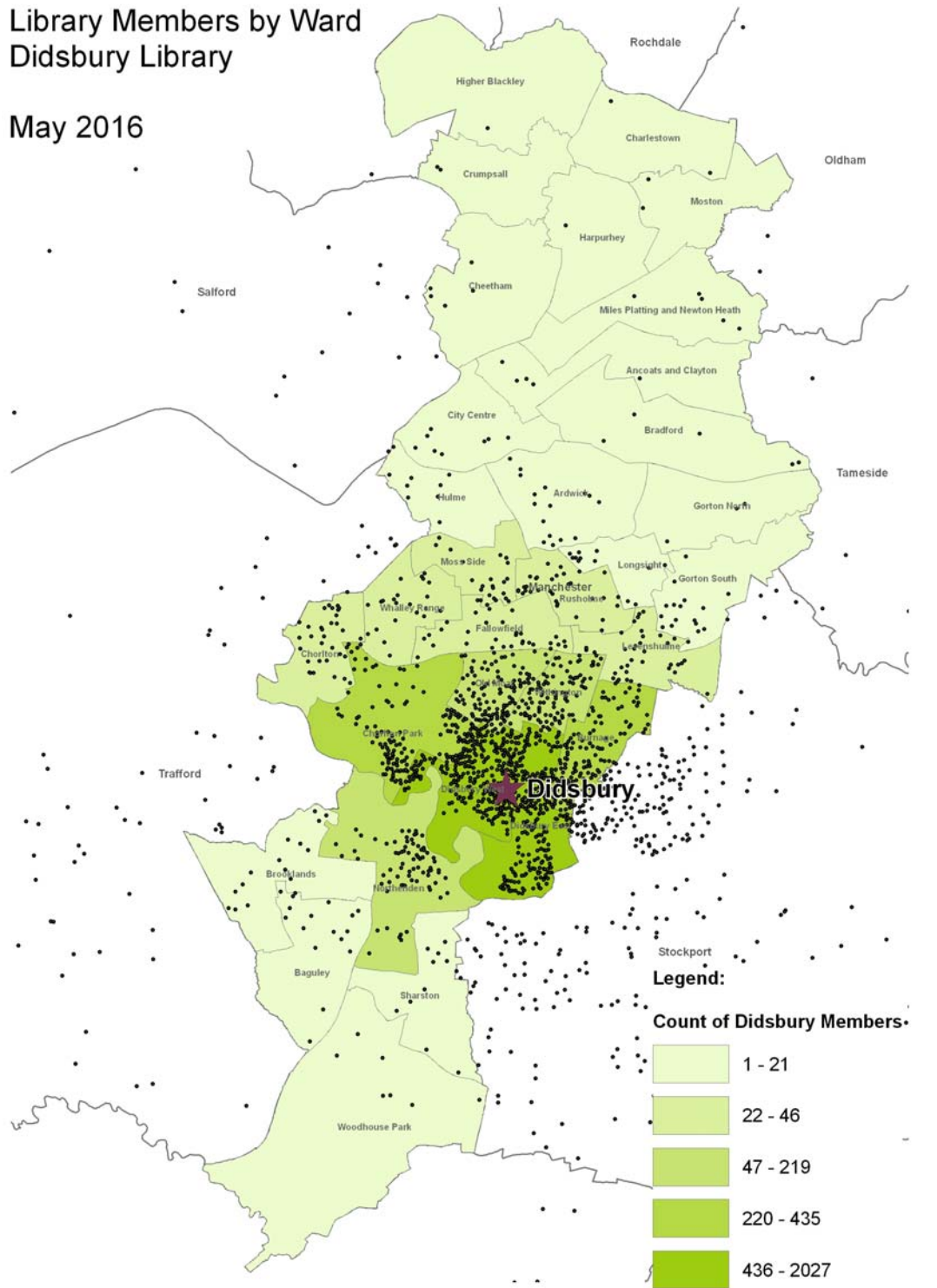
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### Library Members by Ward Didsbury Library

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