

Manchester City Council Report for Resolution

Report to: Communities and Equalities Scrutiny Committee – 20 July 2016

Subject: Manchester Central Library and Archives+ – two years on

Report of: Deputy Chief Executive (Growth and Neighbourhoods)

Summary

This report sets out progress made by Manchester Central Library and Archives+ since reopening in March 2014. The report highlights the success of attracting new audiences, the Business Library, and the Library Live Cultural Programme. It also outlines how Manchester Central Library underpins the overarching library offer across the city.

Recommendations

The Committee is asked to note the contents of the report, the progress made to date and future priorities.

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 October 2014

Archives+ - Neighbourhoods Scrutiny Committee 26 May 2016

Manchester Libraries – Neighbourhoods Scrutiny Committee 27 October 2015

Manchester Libraries - Communities and Equalities Scrutiny Committee – 22 June 2016

1 Introduction

- 1.1 Since re-opening in March 2014 following a four year transformation, Central Library has established itself as a key cultural venue and must see visitors attraction in the Manchester Landscape, with customers visiting to learn, meet, develop business ideas, explore family history, collaborate, use digital information or simply sit and have a cup of coffee. It is one of the most popular public libraries in the United Kingdom. The refurbishment has created fifth iteration of Manchester Central Library in its fourth location in the city.

From March 2014-March 2016 we have had:

- Over 20,000 films viewed in pods
- 308,000 PC sessions
- 2.5 million visits
- 443,000 items issued or renewed
- 328,000 wifi sessions
- 42,000 active members
- 2,338 events and activities attended by over 67,000 people
- 254 educational sessions attended by just under 8,000 children
- 41,283 hot drinks sold (Jan-July 2016)
- 183 conference event (Jan-July 2016)

Appendix 1 provides details of customers who have joined Central Library or borrowed stock

- 1.2 Manchester Central Library is more than just a building – it underpins the overarching library offer across the city. Its services are taken out of the building and delivered directly to communities through our network of neighbourhood libraries – including treasures on tour, business support, cultural activity and community history.
- 1.3 Greater Manchester County Record Office (GMCRO) is operated by Manchester City Council on behalf of the Association of Greater Manchester Authorities (AGMA). GMCRO was opened by the former Greater Manchester Council (GMC) in 1976. Since 1986 GMCRO has since been supported by all of the AGMA districts and other joint AGMA authorities. GMCRO houses 4 miles of archives and seeks to identify, collect, preserve, and promote the widest possible public access to the documentary heritage of Greater Manchester. Manchester City Council also provides its own citywide archives and local history service. The redevelopment of Central Library presented the opportunity to celebrate and showcase Manchester's original archive treasures, by bringing together these two archive services based in the city centre and complementary partners into Archives+, offering a combined archive offer for Manchester and Greater Manchester. The Archives+ partners include the North West Film Archive (Manchester Metropolitan University), Ahmed Iqbal Ullah Race Relations Resource Centre and Trust (The University of Manchester), the Manchester and Lancashire Family History Society, and the British Film Institute.

- 1.4 Manchester Central Library was awarded Accredited Status in March 2015. Archive Service Accreditation is a national standards scheme run by The National Archives (TNA) which supports improvement and development for archive services. Accredited status is an externally validated standard and badge of recognition which demonstrates quality of services to supporters, donors and grant-making bodies, strengthening funding applications, attracting philanthropic giving and fostering investor trust. The Accreditation Panel which made the award:

“... noted and praised the transformational nature of change at Manchester Central Library in recent years, specifically in the areas of developing a mass audience able to benefit from the service’s offer, the cultivation of many very positive and effective partnerships and the considerable improvements to long term preservation.”

2 Improving the lives of Children & Young People

- 2.1 A learning and outreach programme helps children and young people learn about and enjoy our archives and special collections. The outreach programme has delivered over 450 events and activities to 18,220 people including 4,826 families, 4,356 young people and 2,846 school children. This has included:

- Working with the Young Disabled People Taking Action Group (part of the Greater Manchester Coalition of Disabled People) to produce an exhibition and a comic book, “The Accessibles – Our Time is Now” for UK Disability History month. In March 2016 “this project won the Community Award at the Manchester Community Histories Awards.
- Supporting the ‘Looking Back to move Forward’ project which has worked with a group of young people from Manchester (Youthforia Mental Health Action Group) to look back and improve awareness of young people’s mental health using the Prestwich Asylum archives.
- Supporting young people projects on the history of Manchester theatre (Mad Theatre Company), the IRA bomb 1996 (The Factory Youth Zone), World War One posters (Gorton Visual Arts), Wilfred Owen (Wow Zone, Wythenshawe), and Heritage of Longsight (Manchester Youth Academy)
- School visits for Holocaust Memorial Day, Refugees Week, and Black History Month in partnership with the Ahmed Iqbal Ullah Race Relations Resource Centre.
- School visits for Shakespeare Week and LGBT History Month.
- A school takeover of Archives+ by Haveley Hey School took place as part of Kids in Museums Day.
- Development of guides to encourage school visits and learning resources to be used in the classroom.

“We loved hearing about all the little gems about Manchester’s history. You kept the tour both interesting and light hearted which was pitched perfectly at our students” (School teacher)

“Absolutely wonderful. We love coming to these events and the adults love them too” (a child attending holiday activity)

47% of young people aged 18-24 surveyed say that they are interested or very interested in their local heritage (Historic England 2015)

- 2.2 The Central Library Development Trust and Oglesby Charitable Trust has this year supported six Sunday Fundays, enabling the library to open once each quarter and to offer fun, active and entertaining activities for families to enjoy within Central Library. These have been attended by over 7,000 people, and have now been established as an ongoing part of Central Library’s activity planning. The Manchester Central Library Christmas Extravaganza took place over a weekend in December 2015 and was attended by 3200 people, over 200 children & 180 adults performed, and 1200 families took part in children’s activities. Future Sunday Fundays are planned for Roald Dahl 100 (11 September 2016) and Chinese New Year (January 2017).
- 2.3 At our recent Sunday Funday celebrating the Manchester Histories Festival, the Trust funded a coach to transport 40 people from Wythenshawe. The Wythenshawe Community Housing Group helped to arrange this with us and the families who attended stayed for the whole day. It is our intention to transport people to future Sunday Fundays, from all over the City.
- 2.4 We also have a monthly Archives+ Saturday Spectacular for families. For example in May over 400 families enjoyed activities put on by the Family Arts Network which includes Home, The Whitworth, Manchester Museum, and Z-Arts. Family activities were also delivered in neighbourhood libraries during Black History Month, half term and Explore Your Archives week.
- 2.5 Weekly library storytime sessions and monthly Dad’s storytimes are also popular with families. The library hosts events and activity for the Manchester Children’s Book Festival (Manchester Metropolitan University). For example on 2 July 2016 the festival featured a day of performances, open mic MC-ing, animation, poetry slamming, graphic novels, quizzes, indoor pool, and live music at Central Library. In October 2016 the library will host a Reading Festival for young people in partnership with the Reading Agency.
- 2.6 During the key study and revision periods (May and June) every available study space in the library was used and we welcomed a range of studying styles, from silent study in the Reading Room and Study Carrels to lively group study in City Library and the upper floors of Central Library. 90% of young people find Manchester Central Library ‘young people friendly’.
- 2.7 Manchester Central Library’s Media Lounge hosts a successful weekly Code Club. Code Clubs are a nationwide network of volunteer-led after school coding clubs for children aged 9-11. Burnage Library and Didsbury Library also host weekly code clubs and we are now looking for additional code club venues within the City including The Forum.

- 2.8 Manchester Central Library is used regularly by young people for cultural activity. For example, Mad Theatre Company have run drama workshops for young people and from September onwards Chameleon Youth will train every Monday at Manchester Central Library. The Music Library is also used by a wide range of bands and musicians for jamming sessions, rehearsal and socialising.

3 Our Manchester

- 3.1 More people are volunteering and becoming involved in community life through Manchester Central Library and this is also helping to widen the range of services on offer and to secure others. 132 volunteers (9,821 hours) have assisted with meeting & greeting, events, family history help desk, summer reading challenge, exhibition research, digitisation, and cataloguing / indexing in 2015-2016. This has included 21 young people as volunteers supporting Archives+ and Summer Reading Challenge activity.

"I feel I have learned many things as a result of my volunteering. In assisting with online social media I have enhanced my overall communication skills. I also developed my writing skills in learning how to create articles and blog posts about events, digital content and collections. In writing this content I was introduced to computer software which I was unfamiliar with"

"I feel that since volunteering my confidence has grown greatly, particularly in my ability to communicate with other people. I have learned how to interact with members of the public and how to demonstrate activities to children."

- 3.2 Archives+ helps create a strong sense of place rooted in welcoming the complexity and multiplicity of stories that together make the history of the region and shape the way we are today. It helps a wide range of community groups explore their heritage. This has included:

- Programme of events at Manchester Central Library for Explore Your Archives Month, Black History Month, LGBT History Month, UK Disability Month Manchester Histories Festival, Armed Forces Day, Wonder Women / International Women's Day and the Somme commemorations. Events for Black History Month, LGBT History Month, Explore Your Archives and Manchester Histories Festival were also delivered at neighbourhood Libraries.
- Supporting a number of community led heritage and oral history projects including Manchester Refugees Support Network, Pride, Lesbian & Gay Foundation, Voices of Kosovo and the Bradford Pit Project. Training and advice is provided to such groups and the Archives+ interactives offer groups a chance to showcase their projects and histories.

"Wonderful use of technology and community spirit! This is our first trip to Manchester and the library has been a lovely place to learn about your culture and people from the past."

'Beswick Library has become a base for the project and the staff have been so accommodating with us over the years, allowing us to use the space for engagement activities and now this exhibition. We decided to have the exhibition at the library not only because it's a beautiful space but because of the site relevance, with the library being located a short walk away from where Bradford pit once stood' (Bradford Pit Project)

97% of visitors to archives have developed a greater understanding of their community, its history and people (National Survey of Visitors to Archives – 2014)

56% of adults surveyed agree that their local area's heritage is important for their personal sense of identity (HLF – 20 years in 12 places)

- 3.3 The Ahmed Iqbal Ullah Race Relations Resource Centre and Trust are part of the University and are now a key element of the Archives+ partnership. They play an important role in encouraging the deposit of archives from Manchester's BME communities. In the past year, examples have included the records of the Asian Youth Movement deposited by Anandi Ranamurthy; those of the Nana Bonsu project on Manchester's Caribbean community deposited by Tony Reeves; taped interviews with Congolese refugees, deposited by Peggy Mulongo; photographs of Dashehra Diwali deposited by Raj Dutta. They have also taken an advisory role with BME community groups developing history projects. In 2015 they provided advice to 21 BME community projects making various grant applications.
- 3.4 The Trust has an excellent track record of developing its own community history projects that increase our knowledge of BME communities in the city. These have included: 'Exploring Our Roots' (settled minority communities); 'The Distance We Have Travelled' (Afghani, Kurdish and Somali communities); and 'Yemeni Roots, Salford Lives' (Yemenis in Eccles). Their latest project 'The Legacy of Ahmed' is exploring the heritage of the Bangladeshi community in South Manchester with a £50,400 grant from the Heritage Lottery Fund.
- 3.5 Archives+ is a partner in the Hidden Histories project – managed by Manchester Histories (The University of Manchester). *Hidden Histories, Hidden Historians* is a new Heritage Lottery Fund supported project, that aims to work with communities across Manchester, building networks, sharing skills, exploring new ways for people to engage with and celebrate the less familiar histories and heritage, and creating new resources to build capacity within the sector.

4 Age Friendly

- 4.1 Family history and reminiscence work can help reduce social isolation, increase confidence and provide digital skills. The Family History Help Desk (run by the Manchester & Lancashire Family History Society on a daily basis) has helped 3857 people. Approximately 85% of participants are over 55. The Society also runs a programme of family history courses for beginners and the

advanced, at Archives+. This was attended by over 750 people in the last year. In partnership with the Society, we have also started developing reminiscence boxes to be used by care homes and communities. We have also supported the Greater Manchester Sporting Memories network, Burnage Memories, South Manchester U3A and the Cheetham & Crumpsall Local History Group.

"I have brought my grand children here to show them what life was like when I grew up in Cheetham Hill and then Hollinwood." (Visitor to Central Library)

- 4.2 Central Library has introduced a regular 'Treasures on Tour' session taking rare books from our Special Collections out to Manchester communities. Each session is split in two with 60-90 local children viewing and handling the items, questioning staff and then creating their own miniature books and illuminated letters. Afternoon sessions are usually built around an open session and/or a community group (e.g. U3A/Grand Day Out). By August 2016 sessions will have taken place at every library in the City. Just to take one example, our edition of the Shakespeare 2nd Folio - which had been requested 6 times from 1934 – 2010 has this year been seen by around 500 people including 300 Manchester children.
- 4.3 A number of groups use Manchester Central Library during the week as a place to meet and socialise. This includes a Women's Writers Group, a film club, and reading groups.

5 Growth

Business Support

- 5.1 The Business and Intellectual Property Centre (BIPC) on the 2nd floor of Central Library is the physical hub, and umbrella term, for our business information and support offer. Manchester is one of six cities working in partnership with the British Library, replicating their highly successful BIPC model. The centre supports entrepreneurs and innovators from that first spark of inspiration to successfully launching and growing a business.
- 5.2 A recent survey by the British Library indicates that using the BIPC gives people a better than average chance of success: on average, of those who had used the BIPC, only one in ten had failed after year three, compared with just under four in ten across the UK (and higher in Manchester). Customers between 2015-2016 at Manchester were identified as:
- 55% female
 - 38% from BME communities
 - 32% aged between 16-35

The results of an Economic Impact Study for the Manchester BIPC can be found in Appendix 2

- 5.3 Funded by the government (Broadband UK), the Central Library Demonstrator supports state of the art digital resources within Central Library to demonstrate the benefits of superfast broadband to small / medium sized enterprises (SMEs) and start up businesses. We are offering a range of activities and information to local businesses including drop in sessions and workshops to learn about cloud computing, using social media for marketing, and using the internet to improve efficiency and communication. It also offers the chance to get “hands on” with advanced technology including videoconferencing, 4K video equipment, and 3D printers for businesses to experiment with and learn about the collaboration opportunities it presents. We have also recently created a Maker Space at the Forum Library where customers can also use this equipment.
- 5.4 Our Start Up Engines programme, funded by the Arts Council has successfully delivered inspiring events across the city, and in June we held a talk at the in the heart of the Chinese business community at the New Emperor restaurant on George Street. The event featured local businessman Mr La, from La Crafts, who talked about his experience of starting a business. Mr La spoke in Cantonese, and was very popular. The audience was extremely enthusiastic and seemed genuinely pleased that we had reached out to their community by holding the event in the restaurant. Approximately 40 local people attended, ranging from established figures in the Chinese business community (owner of the Yang Sing) to new businesses. One attendee has recently started a business importing specialist fruit from a remote region of China, and is successfully selling to restaurants and food businesses across the UK.
- 5.5 Manchester Central Library hosted Google’s Digital Garage from December 2015 to May 2016. The Digital Garage is the place where anyone can come to give themselves a digital tune-up to pick up the skills they need to make the most of the web, and grow their business or career. The Digital Garage provided free, in-person digital skills training from the experts, delivered through regular masterclass seminars and 1:1 mentoring sessions. It also hosted bespoke training events for charities, computer science education sessions for local students and teachers, and a range of further events in partnership with local organisations.
- 5.6 Following the successful location of Google’s Digital Garage in the Business & IP Centre there is now a plan to use some of the space in this section to directly offer workshops and seminars. An area of the space will feature tiered seating for potential audiences of around 30 people, placing them in the heart of the business service. This will encourage customers to take advantage of the wide range of resources available for businesses, and to engage with extensive programme of workshops, advice and information for local businesses and start ups, ranging from video making courses to the intellectual property clinics, which remain in high demand throughout the year.
- 5.7 Manchester Libraries have successfully bid to take part in the Tinder Foundation/Google project to get more businesses online. From July 2016 there will be sessions in libraries across the city supporting micro businesses to fully understand the potential for growth and success by being more digitally

focussed. 125 local businesses will have benefitted by March 2017, and have an increased awareness of online trading, marketing, and customer service, enabling them to remain competitive.

Tourists

- 5.8 Manchester Central Library is now a key destination for tourists and visitors to the City. 24% of visitors to Manchester Central Library are from outside the North West or international visitors. There is also evidence that visitors to Manchester Central Library and Archives+ spend money in the local economy. 83% of all visitors will go shopping, stay overnight, eat or drink locally, or visit another cultural venue/museum.
- 5.9 The Archives+ exhibition has changed the perception of visitors to Greater Manchester in a positive way. Some visitors (17%) reported that their perception was already positive. A majority of visitors (67%) reported that their perception had been altered by something they had learnt in Archives+. People reported being enlightened by events of the region's past as well as learning about past living conditions.

"Wow! A really modern library, in an old building. We ambled around the various multi-media exhibitions, watched an episode of a long forgotten television programme in the BFI pods, had a coffee, used the facilities, played with the moving bookcases looking for parish registers and marvelled at the dome in the delightfully old-fashioned reading room." (Trip advisor review)

6 Cultural Programme

- 6.1 Central Library has become a major cultural destination in the City. We have developed a successful cultural programme consisting of popular and classical music concerts, dance classes, opera, film screenings, exhibitions and prolific author events. The Library annually hosts key events from Manchester Jazz, Literature, Histories and Science Festivals. Programme highlights, since reopening, has included the Arts Council England funded Chaos to Order, a week long residency curated by Mercury Prize shortlisted band Everything Everything, which also saw BBC Radio 3's 'In Tune' and Radio 6's 'Radcliffe and Maconie' shows broadcasting live from Central Library. In September 2015 Elbow frontman Guy Garvey and rock pals broadcast his weekly BBC 6 Radio Show from Manchester Central Library - joined by special guests Phil Selway, drummer of Radiohead, and New Order's Stephen Morris. The show coincided with a Sunday afternoon of free family entertainment - including a chance for kids and parents to find their own 'inner rockstar' by trying out a range of musical instruments.
- 6.2 Central Library played host to Joey, the life-sized puppet horse from the National Theatre's production of 'War Horse', in July 2014. Over 20 members of the cast joined Joey for 2 special appearances, bringing in children and families from across Manchester.

- 6.3 We have developed a first class author and poetry programme – authors we have hosted include Val McDermid, Michael Morpugo, Kazuo Ishiguro, Judy Blume, Carrie Hope Fletcher, Simon Armitage, and Anthony Horowitz. Book signing for the vloggers Jo Sugg, Casper Lee and Tyler Oakley attracted over 3500 young people. These three vloggers have a combined twitter following of over 12 million people.
- 6.4 The Echo Trace project in May 2015 saw some of Manchester’s most cutting edge artists and creative organisations working with libraries across the city to co-create new art works with members of local communities which was then showcased at Central Library. The project was a multi-arts programme of activities featuring photography, literature, visual art, sound and music, led and brought to life by some of Manchester’s most cutting edge artists and creative organisations. Activities took place at North City Library, Longsight, Wythenshawe, Beswick and Withington libraries. Improvised music collective ‘The Noise Upstairs’ electronic sound artists, the Owl Project and performance poet Shirley May all featured – along with spoken-word ensemble Inna Voice, award-winning writer Emma Jane Unsworth, experimental musician David Birchall and digital media mavericks ‘Let’s Go Global’. Echo Trace saw a range of creative activities exploring the library space, once again challenging perceptions of what a 21st century library can be.
- 6.5 A second bid to Arts Council England is in development and will build on the success of the Library Live programme and 2014/5 Chaos to Order and Echo Trace music residencies. The bid will seek funding for two Creative Producer roles, one for Central Library and one with a focus, in the first instance, on 3 district libraries - one each in the north, south & central delivery areas. The intention of this funding request is to further develop libraries across the city as creative spaces where unexpected, social and stimulating artistic experiences happen through strong, dynamic and diverse arts programming and participation, encompassing professional, community and amateur activity. The producers will work closely with local communities so that residents are the activators of inspiring, relevant activity in (their) libraries and to ensure there are links between the central and branch programmes. The bid is likely to be in the region of £100,000.
- 6.6 A new dedicated exhibition space was created in April 2016 on the First Floor of Manchester Central Library to host touring exhibitions. This restores the space to its original function, when Central Library first opened in 1934. ‘Enduring Eye’ was the first major exhibition to be held in the new space and was linked to the Royal Geographical Society ‘Shackleton’s Endurance: Discovering our Shared Antarctic Heritage’, exploring and uncovering people’s links across the UK with the expedition. The library also hosted an exhibition of micro sculptures by world-renowned artist Willard Wigan in June 2016. From 24 July to September 2016 we will be hosting the ‘Shared Sky Art’ Exhibition as part of the EuroScience Open Forum. Shared Sky stems from a vision by the Square Kilometre Array to bring together under one sky Aboriginal Australian and South African artists in a collaborative exhibition celebrating humanity’s ancient cultural wisdom. We are also working with Manchester Art Gallery on how we can use this space in the future.

6.7 Central Library's community exhibition spaces continue to host a range of exhibitions curated by local communities and schools including 'Heritage Schools exhibition' (Historic England), 'The Nature of Things' (Manchester College), 'Manchester Made Me' (Burgess Foundation), 'UK Disability History Month exhibitions', and the 'Manchester Schools Arts Exhibition' (Moss Side and Wythenshawe schools). Community exhibitions for 2016-2017 include an exhibition on the Adamah Family, curated by the Black Cultural Archives and a History of Philips Park Cemetery, curated by the Friends of Philips Park Cemetery.

7. Digital Futures

"Comprehensive online access for archive discovery through catalogues and to digitised archive content by citizens at a time and place that suits them"
(Government Policy on Archives - Archives for the 21st Century)

7.1 The DCMS Taking Part survey shows that increasingly customers in England are engaging with archives on-line. In contrast to other parts of the cultural sector a higher proportion of adults visited an archive online than in person. We have digitised over 10,000,000 of our most popular family history records. In 2015/16 over 4.5 million images & transcripts were viewed. Free access to these digitised collections is available at all 22 Manchester libraries.

7.2 Archives+ has a strong social media presence and this has enabled people to discover and contribute to the collections in new ways. In 2015-2016 over 4,000,000 images were viewed on Flickr. We have 11,500 twitter followers and 95,000 people saw our Facebook posts last year. We have recently started using Instagram.

"That's my Great Great Uncle George Venables on the right, he was one of the mill mechanics and I have a photo of myself taken in exactly the same spot." (Flickr comment on a photograph)

7.3 We are working on a number of projects to digitise our key collections including:

- The English Broadside Ballad Archive at the University of Southern California, have been successful in obtaining a grant from the US National Endowment for the Arts to enable our collection of 17th century ballads to be digitised.
- Plans for a large-scale family history digitisation project with the Greater Manchester Archives and Local Studies Partnership, with support from a commercial partner are well under way.
- A grant application to the Wellcome Trust to digitise and catalogue some key 19th century archives relating to the history of public health in Manchester.

7.4 Alongside this we have developed a collections plan and preservation framework for to help improve access and safeguard the collections for future generations. For example in 2015-2016 we catalogued over 2,000 music

books using volunteers and student placements, and undertook conservation work on the City's 19th century building control plans and cleaned hundreds of rare books. Our Conservation team also undertakes commercial work for clients and the Greater Manchester districts.

8. Manchester Central Library Development Trust

- 8.1 A charitable development trust was established for Central Library in 2012, and to date has attracted significant contributions from a range of funding bodies. £473,000 was secured from The Wolfson Foundation to support the fit-outs of the Reading Room and the Media Lounge. £100,000 was secured from The Garfield Weston Foundation towards general capital enhancements. The Oglesby Charitable Trust awarded £100,000 to support the development and delivery of children's activities. The Zochonis Charitable Trust donated £50,000 towards cultural programming and The Granada Foundation granted £50,000 towards the Audio-Visual fit-out of the library's new Performance Space.
- 8.2 The Trust recently launched the 'Library Lovers' individual supporter scheme, which offers people the opportunity to support the library and provide ongoing financial support for Trust supported activities and events. The Trust is currently focused on promoting the new scheme. This was launched by Guy Garvey in September 2015 at our third Sunday Funday.
- 8.3 The Wolfson Foundation have recently awarded us £250,000 to improve the look and the quality of children's libraries at Gorton, North City, Longsight, Withington, Forum, and Newton Heath libraries. The funding will also allow Manchester Libraries to develop a programme of digital learning and literacy through technology.

9. Greater Manchester and Partnerships

- 9.1 Fundamental to our ability to provide a high quality breadth and range of a service is the need to work well and effectively with a broad spectrum of partners. Manchester Central Library is involved in a number of partnerships at a Greater Manchester and national level.

Business

- 9.2 'Ask About Business' is a Manchester-led sub-regional service, delivering business information via public libraries across the Greater Manchester region and beyond. An innovative partnership, the service is delivered across 12 local authorities. Manchester is commissioned to provide:
- Business enquiry support from Central Library team
 - Online remote access to the COBRA start up business database
 - Training
 - Website
 - Marketing and promotional material

9.3 The service:

- Covers a combined population of over 2.7 million
- Created an instant network in over 200 libraries
- Improved Value For Money by joint purchasing of electronic resources
- Better trained staff with more knowledge

9.4 The 'Start Up Engines' project, led by Manchester, was awarded one of only ten grants in the second phase of the Department for Communities and Local Government/Arts Council project, Enterprising Libraries, and was the only successful bid in the North West. We were awarded £45,000 to deliver a package of support for start ups across libraries in all ten Greater Manchester authorities. This includes an online start up “flatpack”, 45 inspiring events, and peer to peer support. Using local business people as speakers, the inspiring events have been running across Greater Manchester, and the feedback from attendees is excellent with more events funded by Economic Development Unit to build on the success.

Archives

9.5 This partnership provides an over-arching strategy and development plan for the area, bringing benefits in terms of collective collaboration on service improvement and future sustainability.

9.6 Since our inception in 2012 the Partnership has successfully:

- Increased digital access to our collections and catalogues through the creation of an online portal (GM Lives) and digitisation project
- Delivered staff training in social media, working with young people and leadership skills
- Involved volunteers with the creation of the GM1914 online blog which publishes weekly stories from our collections about the First World War
- Developed a number of joint policies and standards across our services.

9.7 Greater Manchester Archives and Local Studies Partnership (GMALSP) has identified

the following priorities for archives and local studies across Greater Manchester for 2015–2017:

- **Made in Greater Manchester** We have successfully secured funding from the Heritage Lottery Fund for a project to raise awareness of industrial and business archives. Volunteers will play a key role, with plans for further joint recognition and training.
- **Digital Futures.** Plans for a large-scale family history digitisation project, with support from a commercial partner are well under way. This is something we could not do as individual services.
- **Storage and Digital Preservation.** Archive services in Greater Manchester face challenges with storage. Ensuring valuable digital

information remains usable over time is a key issue for archives and we will work together to help solve this challenge.

- 9.8 We will also continue to work together to raise standards across Greater Manchester, with further shared staff and volunteer development, joint standards and advocacy.
- 9.9 An awards and reward events for Greater Manchester archive volunteers will be held at Manchester Central Library on 8 September 2016 6pm. Members of this Committee are welcome to attend.

British Library

- 9.10 The North West Sound Archive (NWSA), previously based at Clitheroe Castle, Lancashire, records, collects and preserves sound recordings of the life, character, history and traditions of the North West England. Until April 2015 it has been funded by AGMA (through the section 48 scheme), Lancashire County Council, and Ribble Valley District Council (in kind for premises costs). At a NWSA Extraordinary Special Meeting in November 2014 subscribers voted to dissolve the organisation. This was based on the uncertainty of sustainable funding post April 2015. It was proposed to transfer the NWSA collections for Greater Manchester to the custody of the Greater Manchester County Record Office at Manchester Central Library.
- 9.11 The collections have now moved to Manchester Central Library and are accessible. In May 2015, the Heritage Lottery Fund announced that the British Library will receive received funding of £9.5 million to help save the nation's sounds and open them up online for everyone to hear. The funding will enables the British Library to digitise and make available online 500,000 rare, unique and at-risk sound around the country.
- 9.12 From 2017-2022, the British Library will work with partner institutions across the UK to develop a national preservation network via ten regional centres. Together they will digitise, preserve and share our unique audio heritage. We will also run a major outreach programme to schools and local communities to celebrate and raise awareness of UK sounds. We are currently in discussions with the British Library on whether Manchester Central Library could be a regional centre.
- 9.13 We are also working with the British Library on how the Business and Intellectual Property Centre model could be developed to other areas such as inspiring learners, cultural engagement and custodianship.

10. National Context

- 10.1 As started in earlier reports 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.
- 10.2 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.

- 10.3 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. Neil MacInnes, Strategic Lead – Libraries, Galleries and Culture, is a member of the Libraries Taskforce. The taskforce are meeting Manchester Central Library today (20 July 2016).
- 10.4 In addition over the coming months, The National Archives will collaborate with key stakeholders and strategic partners from the cultural, creative and digital sectors to:
- develop a strong strategic vision to support the case for archives as a vital part of the nation's heritage;
 - explore and build on the themes of digital transformation; innovation and financial resilience; people and education; and sector leadership; and
 - produce a future vision on archives to secure the best possible long-term future for archive collections and services.
- 10.5 The future vision will contribute to the wider landscape of the cultural debate and will build on the success of 'Archives for the 21st Century', making archives better prepared for the challenges ahead especially in the spheres of digital transformation, innovation and financial resilience, people and education, leadership and partnership.
- 10.6 Over the summer 2016 The National Archives will be hosting a series of roundtable events across the country including 29 July at the University of Manchester.

11. Future priorities

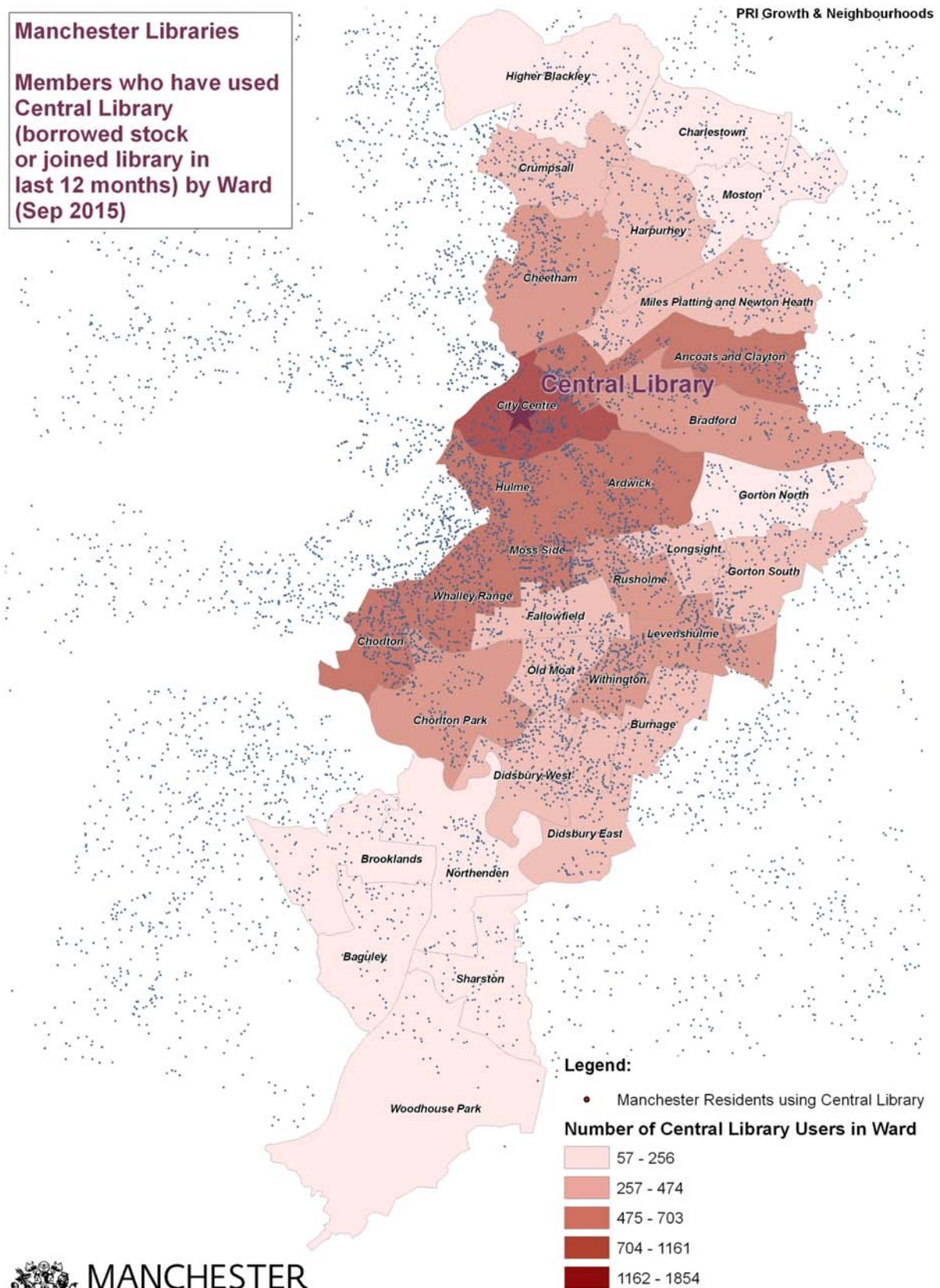
- 11.1 The following is a summary of future priorities for Central Library and Manchester Libraries, including the archives service:
- **Universal Offers.** In terms of a strategic planning framework, Manchester libraries are being developed to support the nationally agreed 'universal offers', which 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.
 - **Our Manchester.** Central Library and the wider Manchester Libraries offer will play a key role and underpin the development of the Our Manchester approach across the city.

- **Cultural programme.** To build on the success of Central Library as a key cultural venue in the city and encourage artists to use the collections as creative inspiration for artwork. To help establish neighbourhood libraries as cultural hubs within their communities.
- **Neighbourhood Focus.** Continue to develop strategies through digitisation and engagement that allow Central Library's services and collections to be taken out to communities and neighbourhoods across Manchester.
- **Visually Impaired Offer.** Manchester Central Library houses a range of services for visually impaired customers including computers with assisted technology, Supernova software to magnify text or convert to speech, ClearReader which enables customers to read printed material using a scanner system, and ClearView which magnifies printed material onto a screen. We want to look at how we can improve the marketing of this offer and are also working with the RNIB Library to publicise access to their new e-book service and other collections.
- **Income / commercialisation** – there has been success in creating new income streams through retail, the café, licensing / reproduction, and family history research. In particular we have seen increase in reproduction requests and income for the use of old photographs in redevelopment and regeneration projects. However we are currently exploring further avenues for commercialisation and raising income for Central Library including the expansion of our retail offer. Manchester Central is looking to promote Ceremony Only weddings which will take place on a Friday and Saturday whilst the library is open. The ceremonies will take place in the second floor rooms and one set of the Shakespeare Hall stairs will be used to allow a photographic opportunity to wedding parties.
- **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 partners on potential funding bids to help digitise our archives and collections.
- **Digital by Design.** We will continue to work with partners to digitise our collections and make them available online. The archives of the future are being 'born digital'. Ensuring valuable digital information remains usable over time is a key challenge for archives. We are working with archive services across the North West to produce standards and tools around this
- **Activation.** Continue to recognise and utilise the benefits of volunteers and the voluntary sector in bringing a wide range of skills and experience. Continue to try and diversify the volunteer base – in particular 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. Central Library staff will be working with the Central Neighbourhood Team to establish further links and build partnerships with communities and organisations in the City Centre.
- **Learning.** Continue to work with schools, young people, lifelong learners 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 the universities, regional and national partners.
- **Library City.** Manchester has long been a place of learning and it has the best libraries in the world. From the beautiful neo-gothic treasure trove that is John Ryland's Library to the hidden gem that is the Portico Library. Chetham's Library is the oldest public library in the English speaking world. We would like to explore how we can work with these partners, to celebrate and promote libraries in Manchester to residents and tourists.

Appendix 1

Manchester Libraries
**Members who have used
 Central Library
 (borrowed stock
 or joined library in
 last 12 months) by Ward
 (Sep 2015)**



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Appendix 2

**Business &
 IP Centre
 Manchester**



Economic Impact Study: April 2013 to March 2015*

Satisfaction 😊

94% satisfied
 (43% very satisfied)
 94% would recommend services to others

Helped to create **194** new businesses and **313** jobs in Greater Manchester
 Projected to increase to **270** businesses and **1,221** jobs by 2018



Biggest benefits

- 80% Free access to information/databases
- 48% Gained confidence to set up/run a business
- 47% Being with like minded entrepreneurs
- 41% Referred to other business organisations
- 40% Acquired new skills
- 39% A 'one stop shop'

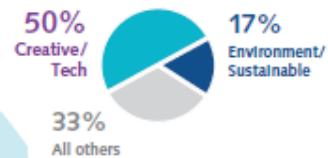
GVA** created **£2.7m** – expected to increase to **£11.8m** by 2018.
 Across the Business & IP Centre network, for every **£1** of public money spent, payback of **£5.01** (expected to increase to **£27.10**)
Cost per job created = £1,889 (projected to decrease to **£365** by 2018)

Innovation

At Manchester Business & IP Centre **43%** sought intellectual property advice
 As a result: **8%** registered a patent, **17%** registered a trade mark, **33%** a design

Industry sectors

Mainly high value jobs in knowledge-based businesses:



Capitalises on buildings and knowledge resources within the public library network

KEY
 ● Business & IP Centre Network



Diversity

Of the people who started a new business:
50% were women
42% were disabled or had dyslexia
17% were unemployed or made redundant

*Key findings of an economic impact analysis of Manchester Business & IP Centre and the Start-up Engines project (a collaboration between libraries across Greater Manchester) conducted by Adroit Economics, June 2015, based on a survey of 96 respondents
 **Gross Value Added

