



IFLA Public Libraries Satellite



IFLA Public Libraries Satellite: Public library futures in a global digital world

12-13 August 2014
Library of Birmingham, UK



#IFLAPubLib

In collaboration with



Chartered Institute of
Library and Information
Professionals



Leading & Managing
Public Libraries

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IFLA Public Libraries Satellite

Keynote: Future city, future library

Brian Gambles,

Director, Library of Birmingham and Chief Executive,
Library of Birmingham Development Trust



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REWRITING THE BOOK THE LIBRARY OF BIRMINGHAM

IFLA Satellite Conference 12-13 August 2014 Public Library Futures in a global digital world

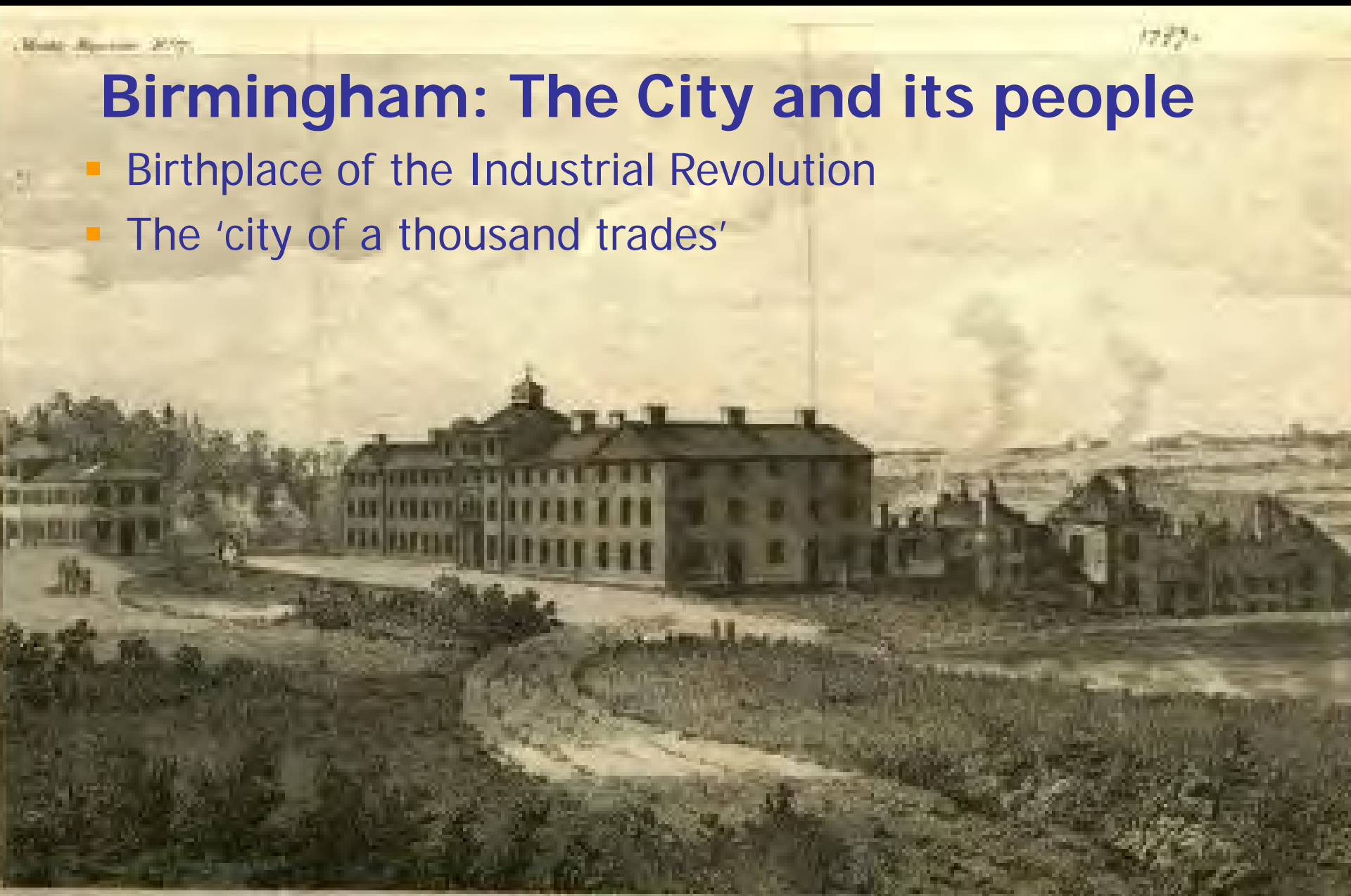


Future City, Future Library
Brian Gambles, Library of Birmingham



Birmingham: The City and its people

- Birthplace of the Industrial Revolution
- The 'city of a thousand trades'



5000 - MANUFACTORY near BIRMINGHAM,
Designed by J. B. B. & Co. 1825

Birmingham - People

- 1 million citizens (city-region 5.3m)
- 36%+ from ethnic minority communities
 - 50+ languages spoken in the city
 - Europe's second most diverse city – (Amsterdam)
- 40% under 25 – 'the youngest city in Europe'
- The future face of European Cities



But ...UK city hardest hit by social impact of Recession

- Above average unemployment (young people, long term, concentrated)
- Skills and qualifications deficit
- High levels of functional illiteracy
- Poor health outcomes
- Poor graduate retention
- Challenging image domestically



A city that needs...

- Confidence in its learning and cultural status
- A better image (and self-image) home and abroad
- Improved skills for employability for young people: literacy, numeracy and digital
- Sustained community cohesion
- Healthier citizens
- Engaged citizens



A library that delivers...

- Social capital and community engagement
- Social, economic and health outcomes
- Creativity, innovation and inspiration
- Grounded in
 - Partnership working
 - A clear strategy for digital
 - A more business-like approach
 - A transformed service offer
 - Relationship management



What is a library in the 21st century?

- A knowledge hub...a social learning hub...a cultural exchange...an empowerment centre
- A new partnership – a new social contract - with business, colleges, universities, voluntary sector, creative industries, cultural and arts organisations, writers, performers, schools the community...
- Connecting people to people, people to ideas, ideas to ideas...co-producing services and events
- Library, Archive, Visitor attraction, Event space, corporate venue, social meeting space, business meeting space...







"I think when I look back at the @LibraryofBham opening, the thing I'll remember is how happy everyone seems today"



REWRITING THE BOOK
THE LIBRARY OF BIRMINGHAM

HARVESTING
STORIES

“Congratulations to the LoB team on their official opening driving the city into a new era. Exciting times for Birmingham”



Our Library

REWRITING THE BOOK THE LIBRARY OF BIRMINGHAM

Collections

Business Management

Services

Partners

Digital Strategy

Facilities



0268

SOUTHERN RAILWAY.
LONDON NECROPOLIS
COFFIN TICKET

Waterloo to
BROOKWOOD
FIRST CLASS

0268

9919

SOUTHERN RAILWAY.
LONDON NECROPOLIS
COFFIN TICKET

WATERLOO to
BROOKWOOD
SECOND CLASS

9919

7053

SOUTHERN RAILWAY.
LONDON NECROPOLIS
COFFIN TICKET

WATERLOO to
BROOKWOOD
THIRD CLASS

7053

...shop in this town. There is
...had it was some of Baskerville's
...was completely possessed by him;
...was, he was never ashamed of his
...only left them and never by name.
...Mr. Ryland was excited and brutal.
...-
...renders some other anything about
...these points, has it been? Can
...any lower of the ever having been
...absolutely the work of Baskerville's
...and his history will greatly obtain.
-



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CHILDREN



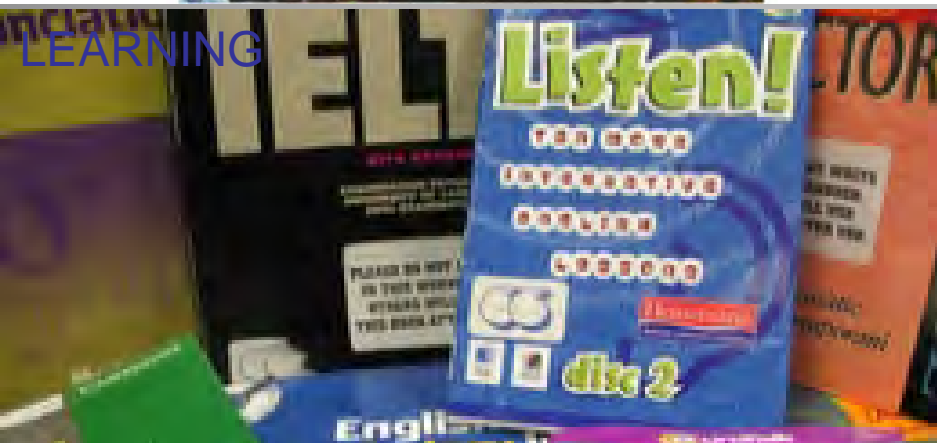
HERITAGE



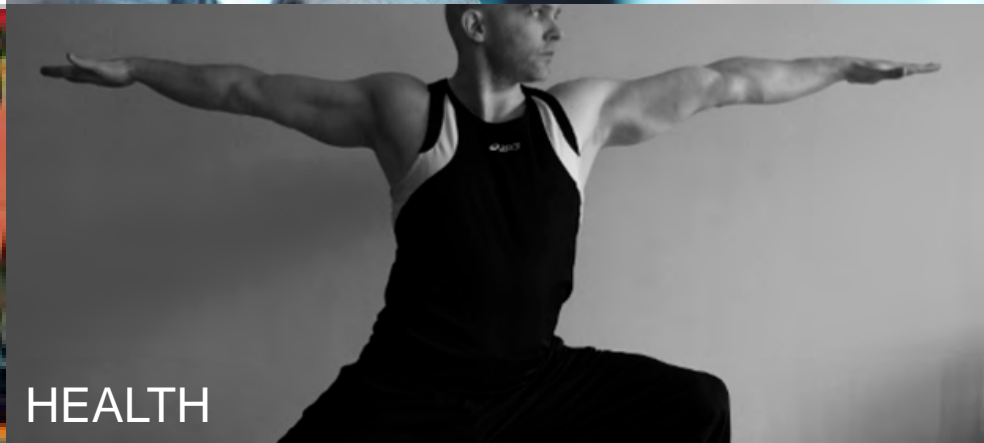
READING



BUSINESS



LEARNING



HEALTH

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**"Very proud of
our new
library in
Birmingham"**



The Public Library is public realm
Cafe
Wi-fi
Retail
Gardens
Foyer
Theatre
Meeting Rooms





- Social Capital



77 Apprentices

245 Long Term Local Unemployed people

26 Homeless People

What sustains LoB?

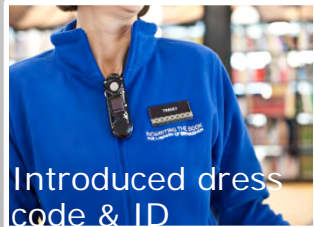


- Advocacy and influence
- Engagement and co-production
- Partnership
- Volunteering
- Innovation and change
- Digital Strategy for a physical world
- Commercial income, fundraising, sponsorship

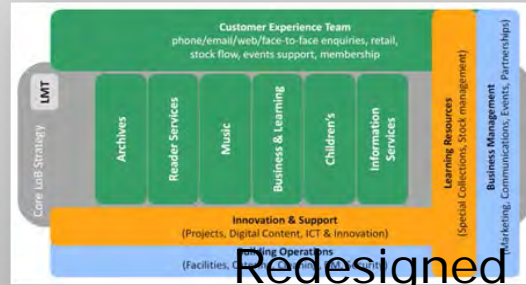
- **Event rich**
- **Co-production environment**
- **Experiential learning**



Small steps to change



Introduced dress code & ID



Redesigned the organisation



Implemented the Customer Experience Pool



Changed working practices



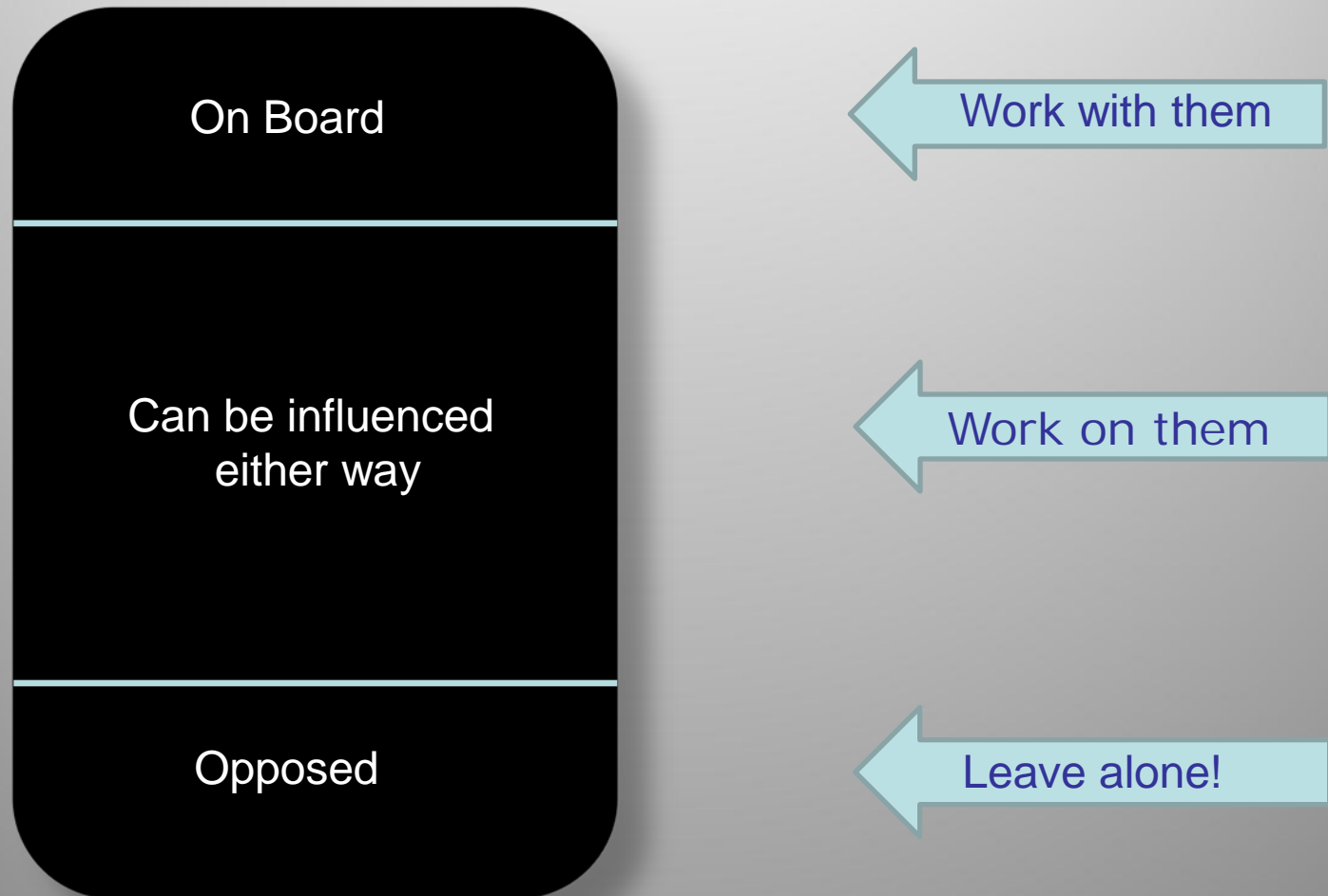
Shared desk space & welfare facilities



Technology supported change

Is change for everyone?

The 20:60:20 Rule



!!Work in Progress!!: Lessons Learned?

- Start the change process as early as possible
- Leadership is all important – has to be hungry for change
- Communicate, communicate and communicate – at least 17 times!
- Need external input to inject energy and direction
- Integrate external with the internal team and make best use of skills
- Engage staff in the journey: don't forget the hearts and minds
- Change will take a lot of time, so be persistent and consistent
- NEVER forget the customer



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