Smart ideas and common strategies for a new library concept

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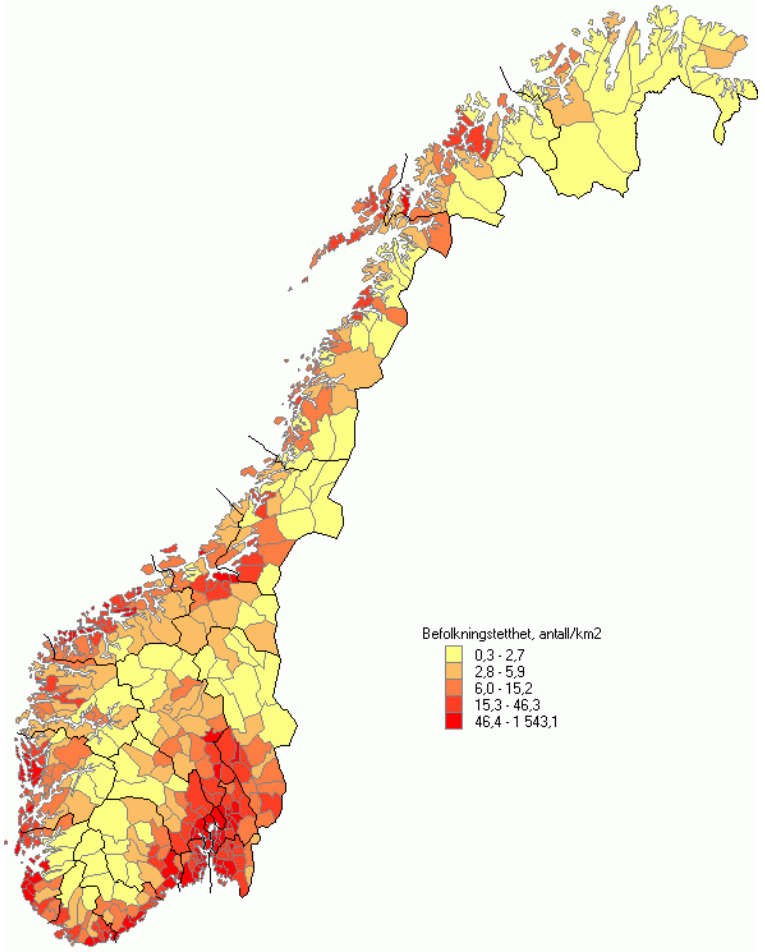
NORWAY

- 5 mill. inhabitants
- 430 municipalities (243 municipalities with less than 5000 inhabitants)
- Every municipality have a public library = too many small libraries



Library coverage is changing

- 50% of population use the public libraries
- 832 public libraries , among 30 branches closed annually.
- Media purchases reduced from 5 to 4 Euro per capita
- Extended opening hours – including Sat/Sun
- Visitor numbers and lending remain almost stable (5.1 visits and 5.4 loans per inhabitant)
- Uneven renewal, increasing differences
- Little social awareness of new services and profile

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A widely used network of libraries

- Citizen´s right to library services of quality regardless of domicile or financial standing is strongly emphasized in Norwegian library legislation and library politicies.
- Norwegian library users expect even small, local libraries to offer quality services and collections.

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The Public Libraries - in transition

- The library concept
- The knowledge society
- The digital society
- Structural changes
- Globalization

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The library concept

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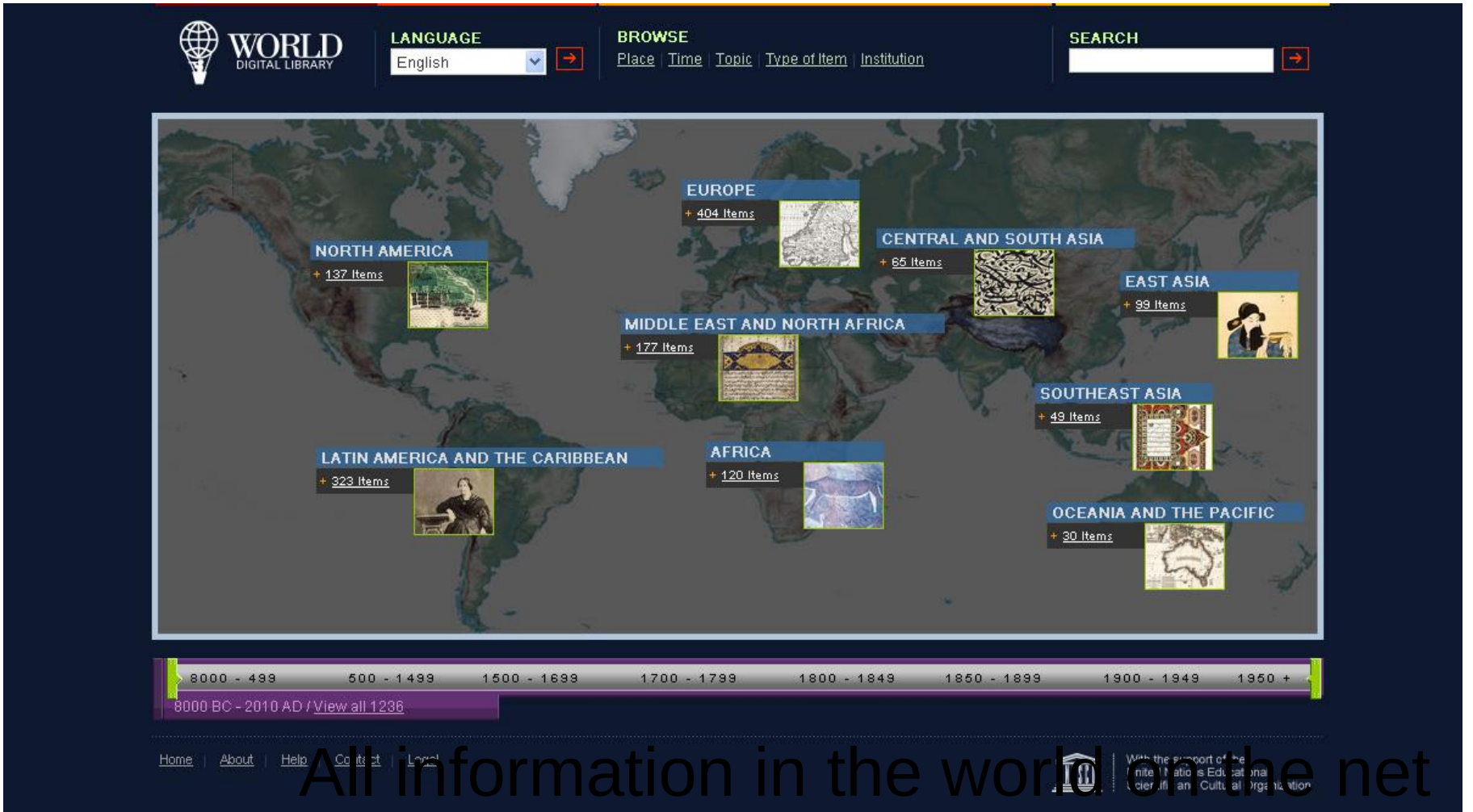
All information in the world on the internet



All information in the world on the net

Globalization

- Libraries offer access to global, national and local knowledge and culture
- Digital innovation, services on the internet
- Digitization
- Greater need for a sense of cultural belonging, cultural identity and for dialogue

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Revolt in the libraries

Music, film, books on internet- for free
The role of the libraries ?
The library as idea
The library as an institution in the society

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Significant trends

- Information that can be digitised, is digitised (bokhylla.no The National Library digitize all norwegian book publ. before 2000 and all citizens can read it at their pc for free)
- The importance of knowledge and keeping knowledge up to date is increasing
- Norway is becoming an increasingly multicultural society
- There is an equal requirement for knowledge in small and large municipalities !!!

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The user sets the agenda

- Restless. Unfaithful. Looking for the new. The new happens faster.
- Producer and consumer
- Publishes. Leaves a trail.
- Net savvy. Disrespectful
- ”If it’s not on the Net, it does not exist.”
- Source critical or instant answers?

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Library between the familiar and the foreign

Illustrasjoner: Atelier Oslo og Lund Hagem arkitekter

Det nye hovedbiblioteket i Bjørvika blir ikke bare et nytt bygg, men også en ny type bibliotek. Brukernes behov er i sterk endring som følge av både ny teknologi, nye medievaner, globalisering og ikke minst overflod av informasjon fra internett og ulike kommersielle aktører. Dette skal være styrende for utviklingen av nye Deichman.

KARI BJØRKLID, PROSJEKTKONSULENT DEICHMANSKE BIBLIOTEK

I 2017 står det nye hovedbiblioteket i Bjørvika ferdig. I første etasje som er åpen og innbydende får man lett oversikt. Bygget har en god og imøtekommende atmosfære og det er lett å lokalisere hvor man kan henvende seg med spørsmål. På mobiltelefonen blir man ønsket velkommen, og samtidig får man en påminnelse om at boka man har reservert kan hentes. På en berøringsskjerm kan man få anbefalt bøker i samme genre som de man akkurat leverte. Det informeres på skjermer om det spennende foredraget med Salman Rushdie i bibliotekets store arrangementssal i underetasjen kl 19. Tar man rulletrappen oppover i etasjene, kan man lett finne et sted å jobbe eller en behagelig stol

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What do we know, and what do we need to know more about - to develop better library services?

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More than 50 % of the inhabitants use the library regulary

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Survey: What do the users in our library ?

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66 % use the library for studies

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46 % of the users borrow books

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13 % of the users use the library´s ICT

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10 % of the users read newspapers

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26 % is together with other people

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Many meet friends at the library, mostly the children and young adults

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Libraries seems most importent to people with immigrant background: for studying, school work, computer use and socializing

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The use of libraries increase so we build new libraries

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Nice meetings-places, so people want to stay at our libraries

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People want to study in the library- with their own laptops

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To participate in cultural activities

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A reading nation

- With 80 % of the population on the internet, Norway is still a reading nation,
- A small country with a small language we are proud of our literature and our authors
- Library visits of the 15-24 years old have decreased, especially 15-16 year old boys thhink reading is just something one is forced to do in school

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Reading skills. More than 20 % of the population read not well enough

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A challenge :An unacceptably large group young people can not read well enough to get a job

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National library reading program

Main target grop :
adults who read less than others

Focus on the public library´s role to support reading

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Project: Read for me, dad
Project: The sound of reading, prisoners read on cd´s for their children

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Project: Shared reading. For people who are not "readers"

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Project: Homework cafées

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Project: Reading friends

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Project : Sport and Reading

The Locker-Room Librarian:
The Maradona of literature Dissemination.

A librarian talks about books for young sportsmen. Sport-heroes also visit the project and the youngsters get a bag with books in the locker-room

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Libraries are places for all kinds of reading

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The library help people to use the new media

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Project Seniorsurf :People over 55 years trained in using ICT in libraries with school-children as teachers

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Develop the libraries as learning centres

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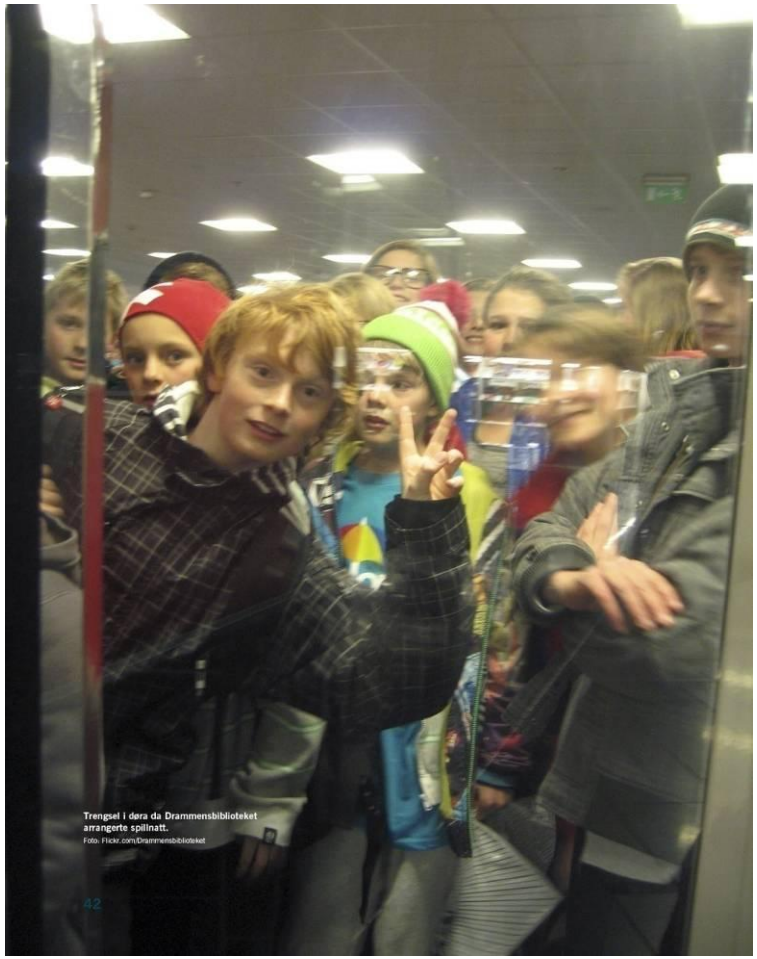
Gaming in libraries - gamenight at the Public Libray



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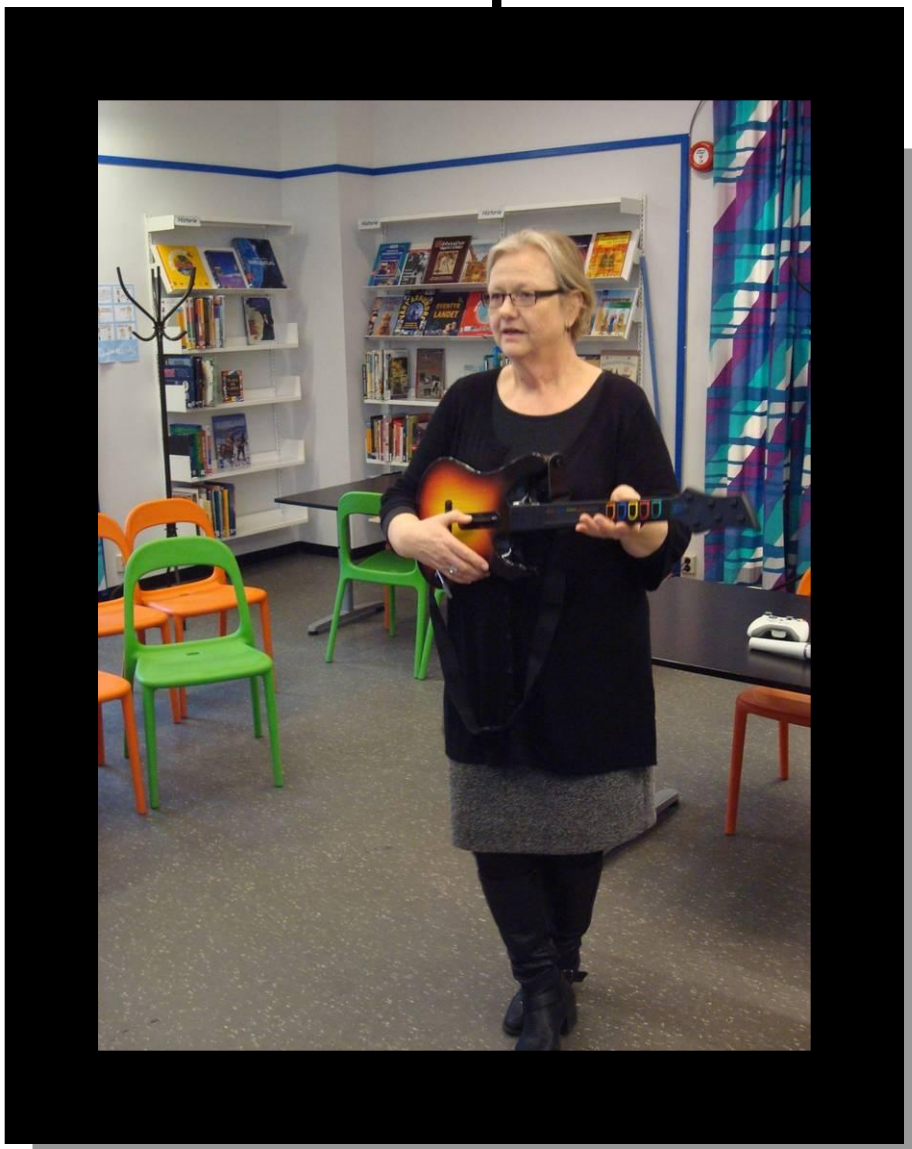
Learn to play guitar with help from a computer



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The main goal of a library reform

"The aim is to create a national library network bridging all the different systems in order that public resources can be utilised regardless of system, time and place."

Report to the Storting no 48 (2002 – 2003) Cultural policy up to 2014 (p. 171)

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National library network

- Common seach in all library bases with possibility to lend books directly for users

- A nation-wide transport system between libraries (interlending have increased with 100 % from 2001-2011)

- A national library card to use in all public- and research libraries

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Mutual search and ordering options in all special, research and public libraries for both printed and digital materials

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Transformation in a nutshell

From loan of professionally quality controlled library bound books
to
’customer is king´

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The customer is king

- The library open 24/7 on the internet (search in catalogs, order books etc)
- Extended opening hours:Saturday/Sunday
- Self-serviced libraries: the users can use the physical library when there is no staff there, use their library card as a key (in rural areas)
- Dialogue with users in social media

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The vision for a new concept

- Coherent digital library, covering all fields of media and library services from baby- to researcher level
- Corresponding with the library space
- Activities and programmes
- Aiming at all citizens with segmented services and
- building on partnerships of all kind

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Challenges a la carte

- To develop **the new library concept** – aiming at all citizens
- To **reorganise the library** according to the concept – from collection to connection to facilitating learning and inspiration
- To create services in **support of the agenda of the society**

– where libraries can be of help

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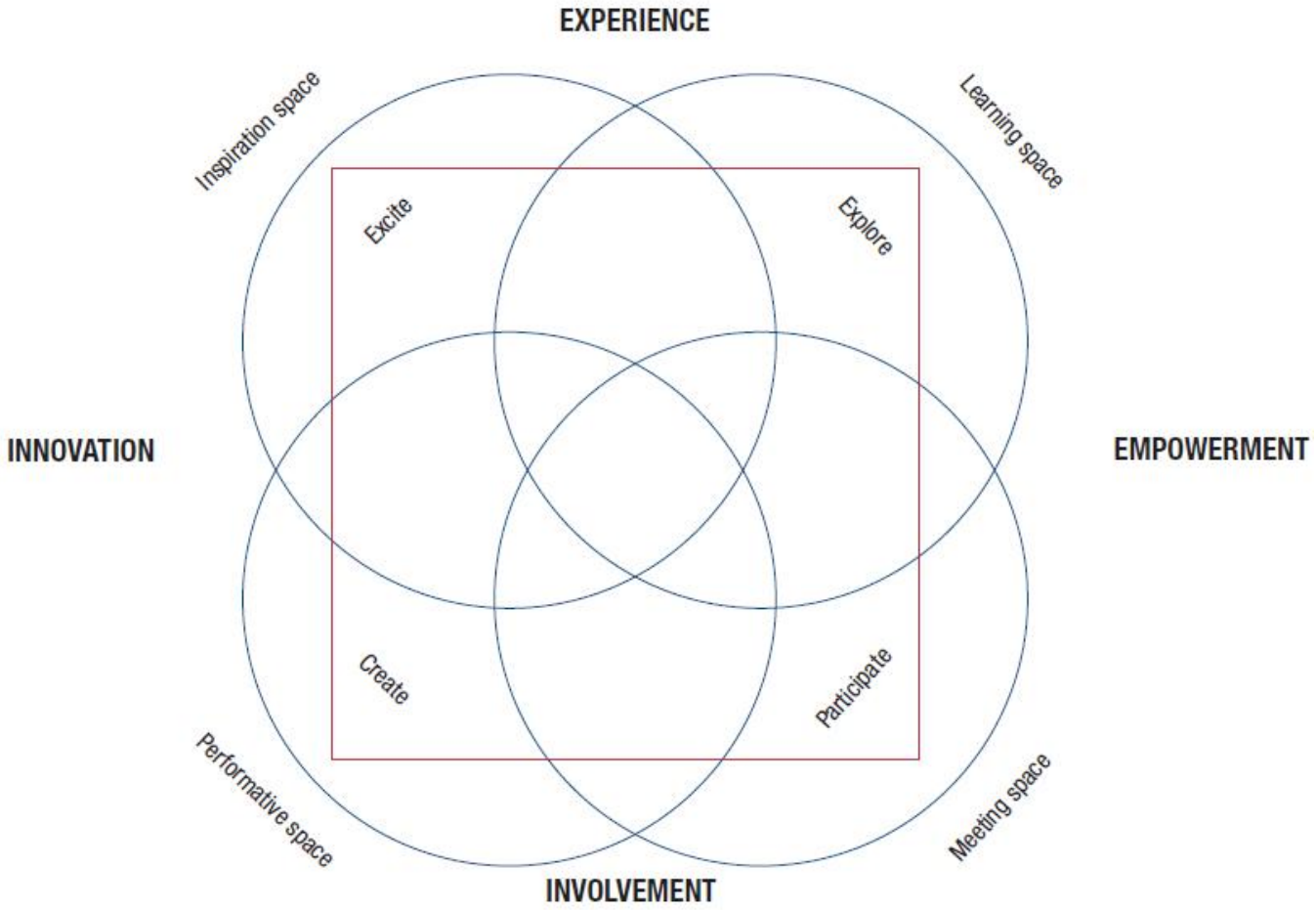
A new library concept



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Reorganize library work

Turn around from collection centered

organisation towards user-need driven organisation

Build on national cooperation and national services and development

In combination with local tailored services

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Public Libraries + Public services = true?

- How can the library help social needs in the society?
- Trend:

  Library and public service merge together. Libraries offer services like help with

  job seeking,car driver´s sertificates, immigrant visums, apply for kindergarten,

  tourist information etc etc

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Some identified citizens' needs - democracy and innovation related

Develop media literacy- stimulate linguistic development

Support learning, help pupils with difficulties

Inspire innovation – small and mediumsized businesses

Building basic ICT competencies

Lifelong learning activities of many kinds

Inspire and support networking and participation

Coping with everyday issues in a strange culture

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Ambition: Better libraries

All libraries must be able to meet the library service requirements of their users

Strengthen the library as a resource in the development of the knowledge society

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