CITY OF
PROSPECT

LIBRARY SERVICES TO THE FUTURE PROJECT

FINAL REPORT 2015

– Written by Ian McCallum –

Libraries
Alive!

CONTENTS

WHAT ARE TODAY'S INFLUENCES ON TOMORROW'S LIBRARIES?

Library as collection and learning space

Libraries themselves are in a period of transition, continuing to support book-based services while at the same time moving their library services online. Library spaces will still house and provide physical and unique materials, as a key part of their role as custodians and curators of information and local resources, but increasingly in the next five years people will visit libraries not to borrow material but to participate in learning programmes, take part in creative activity, join groups, and seek guidance and expertise from library staff and from other partners providing services in the library space.[1]

Library as guide in the Information Age

We are in completely uncharted territory, and I think that the Information Age serves as an incredible opportunity for us. I love physical books, most of what happens at a library still has built upon physical books, and I think this will continue to be the case for a long time. But the library is misunderstood as a repository of books. The library is a repository of information, and a sharing, and providing of access to information, and guide to using it. The book has been the platform for how to do that. New technology now enables us to fulfill our mission at an exponentially higher level.

The technology now means it's possible to imagine a world in which every person, anywhere, anytime, could read any book, look at any image, explore any document, or archive, get curatorial help to understand it, or to find it, and to create their own products with it.[2]

Library as digital destination

Internet use and online services have experienced extremely high growth over a short period. Virtual visits to public library websites grew by 3 million to 12 million between 2012/13 and 2013/14. And onsite Internet usage has doubled between 2009/10 and 2013/14 to 7.8 million sessions, largely due to free WiFi offered by libraries where people can use their own devices.[3]

Library and connected communities

There were 12,691,000 internet subscribers in Australia at the end of December 2014. This is an increase of 2% from the end of December 2013. As at 31 December 2014, almost all (99%) of internet connections were broadband.[4]

1   *Ambition and opportunity: a strategy for public libraries in Scotland 2015–2020.* Scottish Library and Information Council, June, 2015, p. 11. http://www.carnegieuktrust.org.uk/publications/2015/national-strategy-for-public-libraries-in-scotland

2   Interview with Anthony Marx, CEO of the New York Public Library, reported in *Forbes magazine*, June 2015. http://www.forbes.com/sites/joshwolfe/2015/06/01/the-21st-century-library-a-conversation-with-nypls-anthony-marx/

3   State Library of New South Wales. Media release 16 June 2015. http://blog.sl.nsw.gov.au/media/index.cfm/2015/6/16/free-wifi-and-quirky-services-behind-staggering-growth-for-public-libraries-according-to-new-report

4   Australian Bureau of Statistics. *Internet activity, Australia, December 2014*. Cat. No. 8153.0, released April 2015: http://www.abs.gov.au/ausstats/abs@.nsf/mf/8153.0/

Library and social media connection

Almost 13 million Australians visited Facebook in an average four weeks in the 12 months to March 2015, up 10% from 11,759,000 in the year to March 2013.

8,765,000 of those visitors (68%) use a mobile device—a phone, a tablet, or both—for some or all of their visitation, up from 5,303,000 (45% of total visitors) two years ago.

7,595,000 people now use a mobile phone to access Facebook during an average four-week period (up 59% from 4,787,000 in early 2013) and 3,818,000 use a tablet (more than double the 1,876,000 visitors via tablet two years ago). Of these mobile visitors, 2,648,000 go to Facebook via both types of device during the month, up from 1,360,000.[5]

South Australian Public Library Network

The future of public libraries lies in the value they create from the nexus of people, place, knowledge and technology to create a platform for learning, participation, creativity, innovation and well-being.[6]

ALMOST

13 MILLION

AUSTRALIANS VISITED

In an average four weeks, in the twelve months to March 2015.

68%

Use a mobile device

UP FROM

45%

5   Roy Morgan Research, 22 June 2015: http://www.
    roymorgan.com/findings/6296-website-visitation-by-
    mobile-phone-and-tablet-march-2015-201506220138?utm_
    medium=email&utm_campaign=2015-06-24-AU-
    MRU&utm_content=2015-06-24-AU-MRU+CID_
    fe4713a7873e0831338209514e61e640&utm_
    source=Market%20Research%20
    Update&utm_term=Read%20full%20article
6   *Tomorrow's libraries: future directions of the South
    Australian public library network,* Libraries Board of South
    Australia, July 2015, p. 5: http://www.libraries.sa.gov.au/
    page.aspx?u=113

PHASE ONE

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EVALUATING
THE LIBRARY
TODAY

This document reports on two distinct phases in the *Library Services to the Future Project.* The first phase, Sections 1–10, covers the period from commencement of work in May to the Elected Member Information Session held on 2nd June. The second phase, Sections 11–15, addresses the direction of the brief which emerged through discussions and through the Information Session. Recommendations are in Section 16.

1. Background

On 8th May 2015, Libraries Alive! Pty Ltd signed a services agreement with the City of Prospect Council. The agreement covers evaluating current services and functions of the Library, the Art Gallery and the Digital Hub located in rented premises at 1 Thomas Street, Nailsworth, plus the provision of professional advice in relation to future development of the library service.

On 10th May, Ian McCallum, Director, Libraries Alive! met with Jo Cooper, Library Manager, and Nathan Cunningham, Director, Community, Planning and Communications to begin the project. Between 10th and 13th May Ian completed the familiarisation phase of the project, visiting the Library, meeting with Library and Council community development staff, attending an elected member information session and a meeting of the Friends of the Prospect Library, and reviewing relevant documentation on Council's planning framework and library operations.

On 27th May Libraries Alive! produced an *Initial Findings Report* which covered community characteristics, library services, the shortcomings of the Thomas Street premises, and outlined broadly costed options for a new library, gallery and digital hub. This information is presented in Sections 2–10 that follow.

2. Community profile

At 779 ha Prospect is a small, densely populated (2,683 persons per sq. km) local government area immediately to the north of the Adelaide CBD.[7] Total population was almost 21,000 in 2012, and is projected by the SA Government to grow slowly to 23,318 by 2026. The median age of Prospect's population is 36.4 years, compared with 39.6 years for South Australia.

In terms of age profile, Table 1(on the next page) compares Prospect with South Australia and shows a younger profile than for the State as a whole.

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7   Unless otherwise stated, figures are from the Australian Bureau of Statistics *Region Data Summary for the Prospect LGA,* accessed 25 May 2015. http://stat.abs.gov.au/itt/r. jsp?databyregion

Table 1. Prospect LGA age profile

Age group (years)	Prospect (%)	South Australia (%)
0–14	16.5	17.7
15–24	14.8	13.3
25–34	16.7	13.2
35–44	14.5	13.3
45–54	14.1	13.8
55–64	10.8	12.2
65–74	6.1	8.7
75–84	4.1	5.3
85+	2.5	2.4

Prospect's residents are also well-educated compared with the State as a whole: 60% of the population aged 15 and over hold post-school qualifications, compared with 51.9% for the State. Educational attainment is reflected in income with Prospect's average wage and salary income (2011) of $51,715 more than $5,000 (11%) above the State average of $46,551. At $533,300, the average value of Prospect's private sector building approvals is more than twice the State average of $259,700.

In summary, 'City of Prospect is an increasingly diverse, well educated, professional and well to do community …'[8]

3. Library profile

Table 2 compares Prospect Library's key performance indicators[9] against the national baseline and enhanced standards.[10] The National

Baseline is the average of all State and Territory public library statistical reports to the National and State Libraries' peak body, NSLA, and the National Enhanced figure is the average of the three best-performing States and Territories.

Table 2. Key performance indicators

Standard	Prospect	National Baseline	National Enhanced
Membership – % of eligible population	47	45	50
Expenditure per capita	$47.64	$41.34	$47.54
Items per capita	1.9	1.8	2.2
Loans per capita	9.6	8.4	10.1

In terms of widely accepted benchmarks the Prospect library is performing quite well and would appear to be meeting the needs of its clientele. A full range of services, consistent with the demographic served, is offered, and these include:

- Loans of books, CDs and DVDs
- Local history collection
- Magazines and newspapers
- Book group
- Audio books and large print
- Home Library Service
- Community language materials
- Bus visit service
- Public access computers
- Storytelling for pre-schoolers

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8 Quoted from Prospect Local History Group 2014 by Liz Gunn, Community Development Officer
9 As reported to South Australian Public Library Statistical Bulletin 2013–2014
10 Australian Library and Information Association. *Strengthening the social fabric. Standards and guidelines for Australian public libraries,* 2nd edition 2012. https://www.alia.org.au/sites/default/files/documents/advocacy/PLSG_ALIA_2012.pdf

- Internet access, including access to State Government funded databases

- Rhymetime for babies and toddlers

- Scanning, printing and photocopying

- School holiday programs

- Computer training

- Access to toy library and Prospect Gallery.[11]

This quantitative profile shows that the Library is playing its part in meeting Council's strategic objectives: the Thomas Street Centre is Council's most popular facility.[12] Things are fine today – but this does not mean that tomorrow will take care of itself.

4. The future of Thomas Street

Council rents the premises at 1 Thomas Street, Nailsworth from the Department of Education and Child Development (DECD), and the lease expires in four years on 2nd August 2019. DECD has indicated that it's preference at this point in time is to resume the Library, Gallery and Hub premises to expand facilities for the adjacent primary school. If this takes place, and at the time of writing it seems more likely than not, the Library, Gallery and Hub will be without a home. If a new library is to be built – and this seems the most desirable outcome – site identification and construction lead times mean that planning needs to start now.

Originally constructed as a school in 1881, and converted to a library a century later, the building occupied by the Council's Library encloses 684 square metres (Figures 1 and 2, below). In 1988 the Gallery was built linking the Library with the Cottage, and the front rooms of the Cottage were refurbished to become the Gallery's Studio. In 2009 there were some internal rearrangements involving moving staff areas to make space for

the Toy Library and to upgrade a public reading area. Then in 2013 the Studio was relocated to the Cottage to provide space for the Digital Hub.

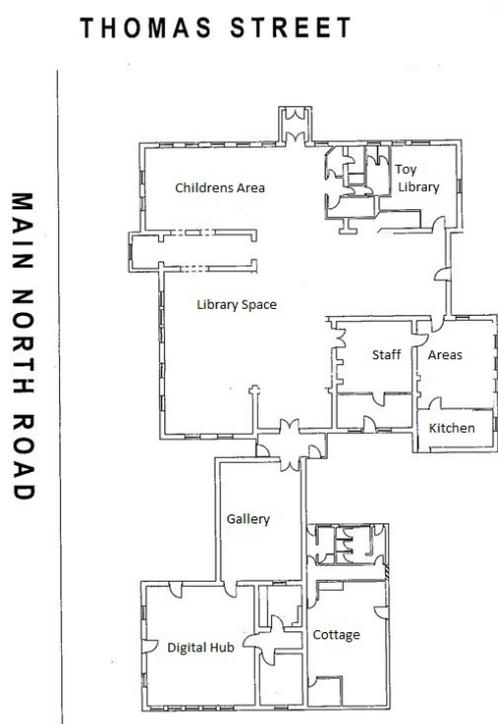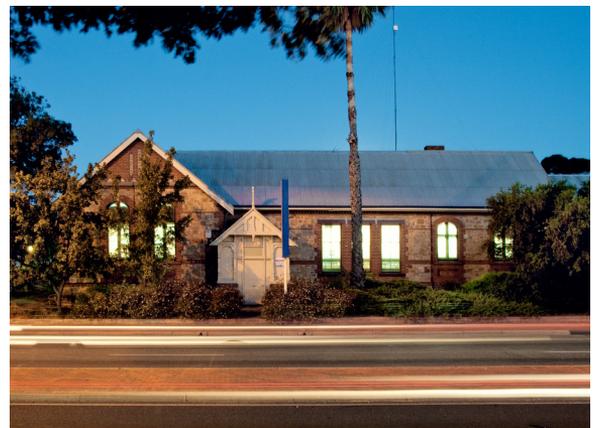**Figure 1. Prospect Library floor plan**

Figure 2. Prospect Library

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11 From the Library's website: http://www.prospect.sa.gov.au/page.aspx?u=1520, accessed 25 May 2015
12 City of Prospect. *Annual Business Plan – Summary, 2015–2016.* p.4

The Thomas Street Centre has outlived its usefulness as a library and community space. There are major problems with the building, as follows:

- It is simply too small to provide sufficient space for library collections and programs – especially for children's programs and spaces for people to sit and read. When the Library opens the reading area is quickly filled, and when school is out at adjacent Nailsworth Primary, the children's area is immediately filled.

- Traffic flows are difficult to manage. There are two entrances and exits to the Library; the Gallery can only be accessed through the Library; and whilst the Digital Hub has an entrance on Main North Road, it is most frequently accessed through the Library and then through the Gallery.

- Lighting levels vary from adequate (where natural light enters) to dim (where natural light does not penetrate) to potentially destructive (strong artificial light on sensitive photographs in the local history area).

- The Local History collection is inappropriately housed in the former schoolhouse porch. This makeshift arrangement limits the collection's visibility, detracts from its credibility, undervalues its worth, and exposes it to serious risk of physical deterioration.

- There are major issues with the structure and fabric of the building. These include rising damp, managed/controlled pigeon and rodent infestation, roof leaks, cracks in the walls – large enough to show daylight, the presence of contained asbestos, problems with air conditioning, and repairs required to stone work.

- Despite the offset of peppercorn rent, Library staff are spending significant time, and Council is spending significant sums, on building maintenance issues for which there will be no return, since the asset is owned by DECD.

- Main North Road is extremely busy making the turn into Thomas Street from the south a fraught manoeuvre, but once this is accomplished there are few parking spaces to be found.

In summary, it is difficult to resist the conclusion that the Library building is no longer fit-for-purpose, and that it is in the wrong place. It is also far too small to realise the value tomorrow's public libraries will create 'from the nexus of people, place, knowledge and technology [as] a platform for learning, participation, creativity, innovation and well-being.'[13]

5. Options for a new library building

The State Library of NSW publishes a widely-accepted guide to calculating floor space for new library buildings based on population and service benchmarks, and this is the authority used in developing the options below.[14] Fortunately the City of Prospect LGA is very compact and a single library building, rather than a main library with branches, will meet community needs and contain construction costs.

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13 *Tomorrow's Libraries: future directions of the South Australian public library network.* Op cit. p.5
14 State Library of NSW. *People places: a guide for public library buildings in New South Wales,* 3rd edition, 2012

Library option 1 – Population-based benchmark

Assumptions

Ten year population forecast 23,318 (SA Government)

24% (5,596) non-resident library members (currently, 24% of library members live outside the Prospect Council area)

Total Library Floor Area (population benchmark): 1,556 square metres.

Construction cost at $2,500 per square metre[15]: $3,890,000

Library option 2 – Service-based benchmark

Assumptions

2.5 items per capita for 23,318 population – collection size 58,295 items[16]

70% books and 30% non-print and digital items

35% of print and non-print items are on loan at any one time.

Spaces included

10 public computers

Seating, desks, and study space for 140 people (throughout the library; currently the library seats approximately 60 people)

Customer service area (service desk, display, newspaper areas)

Children's, young adult, digital media areas

Family and local history area

Staff area

Amenities and service areas (plant, toilets, server racks, photocopiers, digital equipment, loading dock)

Café

Community services area including community kitchen

Meeting room space for 60 people

Total Library Floor Area (Service benchmark): 2,251 square metres

Construction cost at $2,500 per square metre: $5,627,500

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15 Council estimates range between $1,500 and $3,000 per square metre. According to the State Library of NSW (July 2015) metropolitan costs are around $2,500 per square metre for an average quality build. For our calculations we have chosen the $2,500 sq. m. figure

16 Actual size October 2014: 39,647 items

6. Gallery

We estimate the floor space of the Gallery to be around 250 square metres, plus 20 square metres in storage space. If a new gallery was to be built, co-located with the library as at present, then at least 300 square metres would be desirable. At $2,500 a square metre, construction costs would be around $750,000. There may be some construction economies and combined-use benefits if the gallery is housed under the same roof as the new library.

7. Digital hub

We estimate the current floor space of the digital hub to also be around 250 square metres, plus 20 square metres of storage space. In the 10-year planning horizon we are considering, it is most likely that ubiquitous broadband wireless and mobile phone technology will have superseded purpose-built spaces, and although space will be needed for digital media and for people to use their own wireless devices on the library's WiFi network, a digital space allowance of approximately 150 square metres would seem adequate. At $2,500 per square metre, construction costs would be in the order of $375,000.

8. Fitout costs

For the purpose of deriving a ballpark figure, we have assumed fitout costs to be 15% of construction costs. Money values are present day, i.e. no allowance for inflation, either as CPI increases or labour and materials increases.

9. New construction cost summary

Table 3. Construction cost summary

Option	Cost $	Fitout $	Total Cost $
Library only – population benchmark	3,890,000	583,500	4,473,500
Library – population benchmark + Gallery + Digital space	5,015,000	752,250	5,767,250
Library only – services benchmark	5,627,500	844,125	6,471,625
Library – services benchmark + Gallery + Digital space	6,752,500	1,012,875	7,765,375
Gallery only	750,000	112,500	862,500

We understand that Council has foreshadowed borrowings of $5m as a starting point in the 2017–2018 financial year for replacement of the Thomas Street Centre;[17] depending on the option selected this sum could fall well short of the amount required.

17 City of Prospect. *Annual Business Plan – Summary. 2015–2016 Public Consultation.* p. 27

10. Presentation to Elected Members

On 2nd June Ian McCallum presented the **Initial Findings Report** to an Elected Member Information Session, recommending that Council begin planning and financial allocation for a new library, gallery and digital space ready for occupation before August 2019.

The presentation summarised the **Initial Findings Report** into eight key points:

- The Library is the most frequently used Council service, and the most popular[18]

- The Library performs well against national benchmarks

- The current lease expires 2nd August 2019 and is unlikely to be renewed

- 1 Thomas Street is too small and well past its use-by date

- There may be many options. But there are no single **obvious** alternative sites or buildings, or existing community facilities which could be converted for library purposes

- It is highly likely that a new building will be needed

- A new building can cost in the range $4.5 – $8m, depending on inclusions; allowance has been made for borrowing only $5m in the 2017–18 FY

- Planning and financial provision need to start now: floor space is the critical factor in service provision.

18 University of South Australia. Ehrenberg-Bass Institute for Marketing Science, *Community Services Plan Stage One,* Draft, May 2015, p.(ii)

PHASE TWO

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PLANNING FOR
THE LIBRARY
TOMORROW

11. Refining the brief

Following on from the discussions at the Elected Member meeting, Libraries Alive! met with the Library Manager, the Director, Community, Planning and Communication, and Carolyn Ramsey, Manager Arts Gallery and Events, to discuss next steps. It was agreed that planning for new library spaces and services should continue, and the consultant's brief was fine-tuned to include the following tasks:

1. Focus on:

   (a) quantifying construction and fitout costs, and

   (b) developing a services specification

   for a new library with around 2,000 square metres of floor space – on one level.

2. For Phase Two, the appropriate methodology is to continue to refine options relating to costs and services, until such time as the options are sufficiently settled for further consideration by Council.

3. Allow for Gallery space for exhibitions and storage, of around 300 square metres.

4. Explore alternative multi-function, moveable partitioning and shelving floor space layouts. Provide for functions, venue hire, receptions, alcohol and hot food service, parenting room, extendable areas for children's activities during the day and for community use in the evening.

5. Describe a community hub facility with multiple uses which takes advantage of the City of Prospect's pioneering adoption of NBN service to all households and commercial premises.

6. Specify a new facility which showcases the City of Prospect and retains and reflects the pride that residents have in the current facility, and above all, make it a showpiece with cutting edge design and innovative services – give it a 'wow factor'.

12. Addressing the refined brief

If the best public libraries reflect the lifestyles and aspirations of the communities they serve, what are the City of Prospect's characteristics and differentiators?

• The LGA is compact and well-established, so there is no need for branch libraries; one central library is perfectly adequate; most people will visit using their own cars – parking will be an issue. Public transport accessibility is desirable.

• By comparison with the State as a whole, Prospect has a relatively young and well-educated population, with income above and unemployment below the State averages and professional employment well above the State average.[19] Professional practice is typically information-intensive, and this provides an opportunity for library staff to assist residents in finding and using information in an increasingly crowded digital world

• The City of Prospect is uniquely placed amongst Australian LGAs in that NBN fibre to the premises broadband services are available from the end of July. This has implications for the kinds of data-intensive services the library might deliver, the need for training in setting up and using high-speed digital services, and for the support of new low-overhead businesses operating with a web rather than a physical presence

19 Nursing, primary and secondary teaching, accounting and General Practice are the top five professional employment categories and together make up nearly 30% of all professionals

- The library is already a destination and the precedent for a multi-use facility has long been established with the Thomas Street centre supporting multiple uses including library, gallery, digital hub, local history collection, toy library and other community uses. Thomas Street is already Council's most frequently used and most popular service and resident's expectations for 'their own' similar, but more modern community hub will be high

- The Prospect community has a strong arts focus with a dedicated Manager for Arts Gallery and Events, and there is a general expectation that an attractive arts space would be an integral part of any new facility

- There is a general recognition by Council that the imminent termination of the current lease with DECD will provide a once-in-a-generation opportunity to design and construct a stand-out new library and gallery.

13. Re-calculating the building requirements

Given the characteristics of the Prospect community, we have re-calculated floor space requirements for a new library building based on two assumptions:

- The service-based benchmark better reflects the broader range of services provided from a whole-community facility, rather than using the population benchmark to design a library-only building

- The ten-year population forecast is 23,500, for a projected collection size of 47,000 items (compares with 40,000 items today).

Table 4 (on the next page) shows detailed floor space requirements by intended function.

Table 4. Floor space requirements

Function	Area (sq. m)
Collection	
• Books	218
• Periodicals	212
• Non-print (DVDs, CD, audio)	61
• Digital resources	0
Public access computers (10)	50
Seating for 140 people	
• Desks	74
• Lounge seating	184
• Group study	110
Service desk	54
Browsing, displays, information	54
Newspapers & magazines	27
Children's story telling	81
Toy library	54
Young adult area	54
Games & digital media	54
Specialist area: local & family history; digitisation	108
Storage, archival, conservation	27
Technology training room	54
Staff work, lunch, lockers	54
Work area storage	27
Circulation (foyer, lobby, corridors)	81
Parenting room	27
Toilets, cleaners	27
Plant equipment, maintenance	27
Secure server room	27
Copiers, printers, scanners	27
Goods delivery, rubbish, general store	54
Café & community kitchen	54
Community services (flexible space)	135
Gallery	
• Exhibition space	250
• Storage space	50
Meeting room (60 people)	90
TOTAL	**2406**

In considering the new library to be much more than a warehouse for collections, but instead to be a platform for community activities, 22% (529 of the 2406 sq. m) of total space can be configured and re-configured to reflect current and emerging requirements.

The areas suitable for multi-purpose as opposed to dedicated use are:

Table 5. Multi-purpose areas

Function	Area (sq. m)
Technology training	54
Community services	135
Meeting room	90
Gallery	250
TOTAL	529

529 square metres of flexible spaces compares with the current library total space of 684 square metres.

Approximate construction cost of such a new facility, at $2,500 per square metre for 2,406 square metres would be around $6m. Assuming fitout costs to be around 15% of building costs, $900,000, total construction costs come to around $7m. At this stage professional fees are unknown, but with contingency, all-up costs are likely to be around $8m – at today's prices. Clearly, it is important to refine construction and fitout costs as new information becomes available.

14. The future library – interacting with the Prospect community in the digital age

Given the cohesiveness of the Prospect community as well as residents' sense of ownership of their own community facility, we consider that it should be possible to implement one of the key actions of the SA Public Library Network strategic plan and design the services and programs of the future library hand-in-hand with the community.[20] That is to say that the library, whilst having significant print and digital collections, will not be organised around them but will instead be organised around community preferences for use of library resources – including collections and spaces. We envisage a people-centred library service with a marketing approach to services segmented by age groups, expressed requirements and preferences, all identified in consultation with community representatives working with professionally trained library staff whose main task is to reinforce and extend the usage patterns of current customers, and attract new customers.

In addition, a library customer experience manager would be responsible for the quality of the physical and virtual interactions with customers, and for conducting regular formal and informal surveys to ensure that satisfaction ratings are trending in the right direction.

The main measurable goal for the library will be the community participation rate, the percentage of residents eligible to join the library service that have actually done so. Currently this figure is 47%.

20 *Tomorrow's libraries: future directions of the South Australian public library network,* op cit, p.7

With a new library building, and with consultative mechanisms in place, aiming for a 5% per annum increase in the participation rate is realistic, at least for the first three years following the opening of the new library.[21]

We have in mind the establishment of a library reference group of seven to eight people who share the vision of customer-led service development and represent, for example, new mums, parents of teens, Elected Members, Council administration, the Friends, the Local History Group, IT expertise, plus the Library Manager as Chair. Just as the Gallery provides space for exhibitions the Library provides space for community purposes, those purposes determined in consultation with community representatives.

Public libraries throughout Australia are experimenting with new ways to attract new customers and in so doing, prove to Councils their important role in community-building. Some innovative services recently reported in NSW include a seed library, ukuleles and exercise equipment for loan, Buddhist meditation classes, a grand piano available for practice sessions, a telescope collection for loan, and express book borrowing at railway stations.[22]

In 2013 City of Prospect library staff member Harriet Winchester travelled to Germany to study best practices in public libraries with the aim of transferring them to Australia to increase the relevance and use of library services at the local community level. Her excellent report is fertile ground for successful transplants and should be considered in detail, especially her 14 recommendations for South Australia.[23]

In the broader context, our background research into emerging trends in the US and the UK gives rise to these suggestions for new services that go beyond the core services listed in Section 3:

- Social media ('self-branding'). Much has been written on people valuing experiences over the acquisition of physical objects, for example, spending on a phone plan with increased included data rather than buying a new couch, or taking a cruise instead of buying a new car. Mobile phone usage is increasingly data intensive, and data intensity is well-understood by librarians, so when people take pictures with their phones, and upload pictures and comments to social media sites, reporting their significant experiences to their friends, they create a learning and teaching opportunity for libraries. Library staff trained in information organisation could run training sessions aimed at helping people organise their photos, and more broadly, help people organise the information they collect and share about themselves. Technology interpretation for new devices and new applications would be part of this.

- Spaces for collaborative activities such as children's arts and crafts, maker spaces[24] with 3D printers and laser cutters, coding workshops, robotics projects[25] – even drones

21 51% of the South Australian population were library members in 2012–13. *Australian public libraries statistical report 2012–2013,* National and State Libraries Australasia, October 2014, p. 34: http://www.nsla.org.au/sites/www.nsla.org.au/files/publications/NSLA.Aust_Pub_Lib_Stats_2012-13_0.pdf
22 State Library of NSW Media Release 16 June 2015. *Free WiFi and quirky services behind staggering growth for public libraries.* http://blog.sl.nsw.gov.au/media/index.cfm/2015/6/16/free-wifi-and-quirky-services-behind-staggering-growth-for-public-libraries-according-to-new-report

23 Winchester, Harriet. *German libraries and the Third Place: creating community relevancy in the era of the e-book – lessons for South Australia,* April 2014. 68p
24 For a list of Australian maker spaces: https://wiki.hackerspaces.org/Australia
25 http://www.ilibrary.co.nz/kids/school-holiday-programming/ http://www.stuff.co.nz/southland-times/news/69036204/Invercargill-Public-Library-to-roll-out-robots

- Spaces for use (including commercial hire) by other community organisations, both government, for example, community health and social workers, and non-government, for example, fitness trainers

- With fresh aesthetics, high quality graphic design and high quality fitout, the new library will be a major destination, not just in the Prospect community, but more widely from neighbouring Councils and broadly across the City of Adelaide. From time to time the library could provide, for a fee, a high-quality, culturally-connected 'showroom' for potential customers to comfortably experience new products such as electronic devices, or even cars

- Digitisation service, either self-help or staffed, for conversion of people's written and pictured memorabilia – possibly with opportunities for addition to the library's local and family history collections

- Encouraging content creators to use library facilities to create digital objects, for example eBooks, of sufficient quality to be added to the library's collections

- Promoting the use of audio and eAudio books to encourage children and teens to develop and consolidate vocabulary, improve their reading skills and their socioeconomic potential

- Technology-free spaces where people can relax in soft furnishings, perhaps sit and think or read a book or a magazine, have a coffee and generally enjoy being in the library space without the distraction and noise of mobile phones, printers and other electronic equipment

- Teaching spaces with desks and chairs and displays where people come to learn, either from a teacher or from each other. Volunteer activities could be a feature with retired professionals providing, for example, tax guidance, technology advice, witnessing documents, business and accountancy advice, topical talks – whatever skills are in the Prospect community and valued by library customers. Since the library has resources for self-directed life-long learning, such spaces also provide a venue for education to take place. A recent major report has noted the ' . . . fundamental changes which have taken place in the way in which information and knowledge is created and shared. With the increasing digitisation of information, the public library service needs to have a clear vision for a future in which providing knowledge through the medium of books becomes increasingly marginal'. The report also notes the importance of understanding ' . . . what impact libraries have on people's lives in terms of wellbeing, literacy, educational attainment, employability, citizenship, social capital and community cohesion'.[26]

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26 *Ambition and opportunity: a strategy for public libraries in Scotland 2015–2020.* Executive summary, June 2015, op cit.

15. The role of social media

In the NBN-connected community of Prospect it makes sense for the library to engage with its customers online, in their own virtual spaces, rather than expect them to funnel down to the library's website. Facebook, Twitter and YouTube are already in use, but if the Future Library is to be truly community-centred, social media will be used not just to let people know about library services and content, but to encourage people to create and deliver their own content some of which the library may curate on their behalf.

Social media best practice is defined as 'being responsive, listening to users, and creating an online community' which influences the development of services.[27]

A recent Australian study focused on the social media experiences of Yarra Plenty Regional Library in Victoria, and City Libraries Townsville in Queensland. The researchers noted that ' . . . the contrast between a library that is active and engaged on social media compared to one that is not could also have an impact on its perceived relevance and approachability in the community'.[28] And it does seem reasonable that Prospect's connected community will expect their library (and their Council) to continue to be active on social media. The study found that: 'As social media use continues to grow and libraries continue to take up new platforms, social media must be considered to be another service point of the virtual branch, and indeed, for the library as a whole. This acceptance of social media as being core business is critical to the successful implementation of social media based activities.'[29]

27 Smeaton, Kathleen and Kate Davis. Social technologies in public libraries: exploring best practice. *Library Management* Vol.35 No.3, 2014, p. 226

28 Ibid, p. 234
29 Ibid, p. 224

16. Recommendations

1 Planning for a new library should start immediately. Given lead times for site identification, construction, fitout, service and staff development, the clock is already ticking down to August 2019. If planning is delayed, and a new facility is not ready at the end of the lease, and DECD resume their building, Council faces capital and operating costs to move and fit out a temporary location, and then additional costs to move again to a permanent home.

2 For forward planning purposes, Council needs to make financial provision of $8m for a new library, subject to updates on construction costs, fitout costs, and professional fees.

3 That participation rate, the percentage of eligible residents actually using the library, be adopted as the library's most important performance indicator, and that the participation rate headline all formal reporting by the library to the Council.

4 That in its forward planning the library embrace a community participation model for the design of future spaces and the development of future services, and establish appropriate consultative mechanisms, for example, a Library Reference Group, for establishing community requirements and preferences.

5 That the library develop and implement a social media strategy that recognises a new people-centred service delivery model and uses social media to encourage not just contact but co-operation on content creation with its customers.

17. Next steps

Obviously next steps depend, at least in part, on reaction to this report and its recommendations. If the project is authorised and financial provision approved, the main tasks will include identifying a suitable site for a new building and refining the services specification in consultation with the Prospect community. Continuous refinement to bring concept to reality appears the most appropriate methodology.

With much work to be done, August 2019 is not far away.