PUBLIC LIBRARIES

THE CASE FOR SUPPORT

ACKNOWLEDGEMENTS

CONTENTS

FOREWORD & INTRODUCTION

FORWORD

As Chair and Co-Chairs of the All-Party Parliamentary Group for Libraries (APPG Libraries), we welcome the publication of this comprehensive evidence-based case for sustainable long-term investment in our wonderful public libraries.

For the first time, this report brings together compelling evidence of the transformative impact of public library services for people, for communities and for the cultural, creative and intellectual life of our nation.

The report highlights the ways in which public library services and dedicated professional staff help create better places to live, work and prosper. It considers their impact on formal and informal learning, health and wellbeing and the accessibility of local services.

The report also looks at how libraries have innovated and adapted in a digital age – helping to close the digital divide and address our future skills needs. Finally, it considers how libraries support the business community, helping to generate inclusive economic growth across England and the rest of the UK.

Most of all, this report highlights the tremendous opportunity for local and national Government to work together to invest in a vibrant, sustainable modern public library service for the future.

We are grateful to everyone that has been involved in bringing it together, and particularly to CILIP and The Big Issue for creating this final document.

Gill Furniss MP
Chair, APPG Libraries

Lord Tope
Co-Chair, APPG Libraries

Lord Bird
Co-Chair, APPG Libraries

INTRODUCTION

2019 marks exactly 100 years since the death of Andrew Carnegie, the Scottish-American industrialist whose philanthropic activity included the foundation of 660 public libraries across the UK – the birth of our modern public library system.

The first Carnegie Library in the world was founded in Carnegie's birthplace of Dunfermline in Scotland in 1883. It bears the famous Enlightenment motto above its door – "Let there be light".

Today, Dunfermline's library has been re-invented as a modern, multi-functional space at the heart of its community. The new 'first Carnegie library' offers print and digital resources, performance and workspace, a compelling retail offer and café. Users can access books and computers or use their own device via the free public wifi. The professional library staff work with the community to co-produce activities for young and old, mums, dads toddlers and teenagers – all under one beautiful roof and all for free, for everyone (except the shop and café!).

In the centenary year of Carnegie's death, there is a tremendous new opportunity to transform lives across England by ensuring that every community has a thriving, multi-functional modern library like Dunfermline's at its heart.

Working with colleagues in the Libraries Taskforce, including Libraries Connected and the Arts Council England, we have created a blueprint for the transformation of England's public libraries. Our ambition is to ensure that every library, everywhere is as good as the best.

Delivering this transformation requires a commitment to sustainable long-term funding for public libraries. Specifically, we are seeking:

- A commitment from the Ministry for Housing, Communities and Local Government to enable Local Authorities to maintain core funding to their library services, and;

- A commitment from the Department for Digital, Culture, Media and Sport to securing up to £50m per year over 5 years to create a Library Transformation Programme that will deliver a modern, efficient library service for the future.

We know that these are challenging times, but we believe that an investment in our public libraries is the best investment we could make in our communities and our economy to will deliver a lasting and transformative return.

This Case for Support provides compelling evidence of the value and impact of public libraries on their communities. I hope you will enjoy reading it and, more importantly, I hope you will lend your support to securing the investment our libraries need to take their next great leap forward!

Nick Poole
Chief Executive, CILIP

EXECUTIVE SUMMARY

There are 151 Library Authorities in England responsible for approximately 3,260 Council-run libraries supporting more than 225m customer visits each year (plus nearly 96m more online). Approximately 50% of the UK population holds a library card (source: YouGov, 2014).

The UK currently spends around £853m a year on public libraries. Libraries are highly valued by taxpayers – 75% of the population say libraries are important for their community – and they offer tremendous value at approximately £13 per capita per year.

Since the early 2000's, dedicated professional staff and library leaders have worked hard to transform the public library offer. They now deliver a wide range of digital and face-to-face services tailored to the needs of local people – a true hub at the heart of our communities, helping people to prosper and flourish in our busy digital age.

AN INVESTMENT IN THE FUTURE

The social and economic return on the taxpayer's investment in public libraries is huge. Estimates suggest that every £1 invested in libraries returns between £5 and £7 – a staggering return of between £5bn and £6bn a year for the UK economy.

Yet this return is at risk as libraries experience a sharp decline in public investment. Library funding has reduced by £213m in real terms since 2010, resulting in the loss of 10% of our library service points and reduced services in many others, Many library services have been forced to replace professional librarians with volunteers, creating the risk of a postcode lottery for access to services.

Looking ahead to 2019 and beyond, this situation will become acute as Local Government – the primary funder of local public library services – faces a reported £18bn funding gap. A financial challenge on this scale may put hundreds of vital library services directly in the firing line.

This paper sets out the evidence-based Case for Support for public libraries – calling on Government to work with the library community to help us close the funding gap and deliver long-term sustainable investment in our world-class public libraries.

KEY FACTS AND FIGURES

- Public libraries reach a strongly diversified audience across all protected characteristics, and particularly in terms of ethnicity and age;

- The demographic most strongly correlated with library use is young people aged 15-24;

- Librarians are amongst the top 5 trusted professionals (according to a YouGov survey commissioned by CILIP), helping people improve their ability to find trusted information and combat fake news;

- Public libraries increasingly act as 'anchor' institutions for regeneration and place-making, supporting local economic development;

- Libraries offer safe, trusted access to a wide range of Local Authority services, enhancing and extending the Council's support for local people;

- Libraries make a powerful contribution to education and learning - 88% of learners say using the library makes them more confident and 76% say using the library helps them improve their qualifications;

- Public library use has a proven positive impact on health and wellbeing. Regular library users report higher life satisfaction, happiness and sense of purpose in life;

- Public libraries provide 26m hours of supported internet access each year through 40,000 PC's and free public wifi – helping people get online, apply for jobs and access services and support;

- Libraries also deliver a wide range of digital skills initiatives, helping to close the UK's digital skills gap (which costs the economy an estimated £63bn per year);

- As part of the British Library's Business and IP Centres initiative, supported by the Arts Council England, public libraries across the UK are providing successful business and enterprise support which boosts local economic development;

- Public libraries are also delivering a range of targeted services which combat loneliness and social isolation, including events and activities which encourage people to come together, make friends and participate in their community;

- Libraries also have a demonstrable impact on social mobility, helping their users build skills and confidence and improving their life chances and employability.

#WHYBOOKSMATTER **@BIGISSUE**

PUBLIC LIBRARIES

THE CASE FOR SUPPORT

With more than 225m in-person visits every year, 90m online and one of the most strongly diversified audiences of all local services, investing in England's public libraries represents an unique opportunity to improve local outcomes and amplify the impact of national policy.

This paper sets out the evidence-base and case for long-term sustainable funding for public libraries as a platform for local and central Government to enhance efficiency and increase impact in the following policy areas:

PLACE-SHAPING AND INCLUSIVE ECONOMIC GROWTH

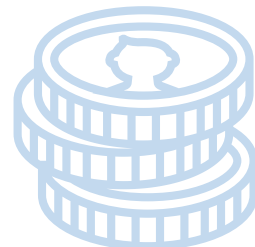**EDUCATION, INFORMAL LEARNING AND SKILLS**

HEALTH, WELLBEING AND SOCIAL CARE

DIGITAL SKILLS AND GETTING ONLINE

ENTERPRISE AND BUSINESS SUPPORT

POVERTY, PREVENTION, SOCIAL MOBILITY AND SOCIAL ISOLATION
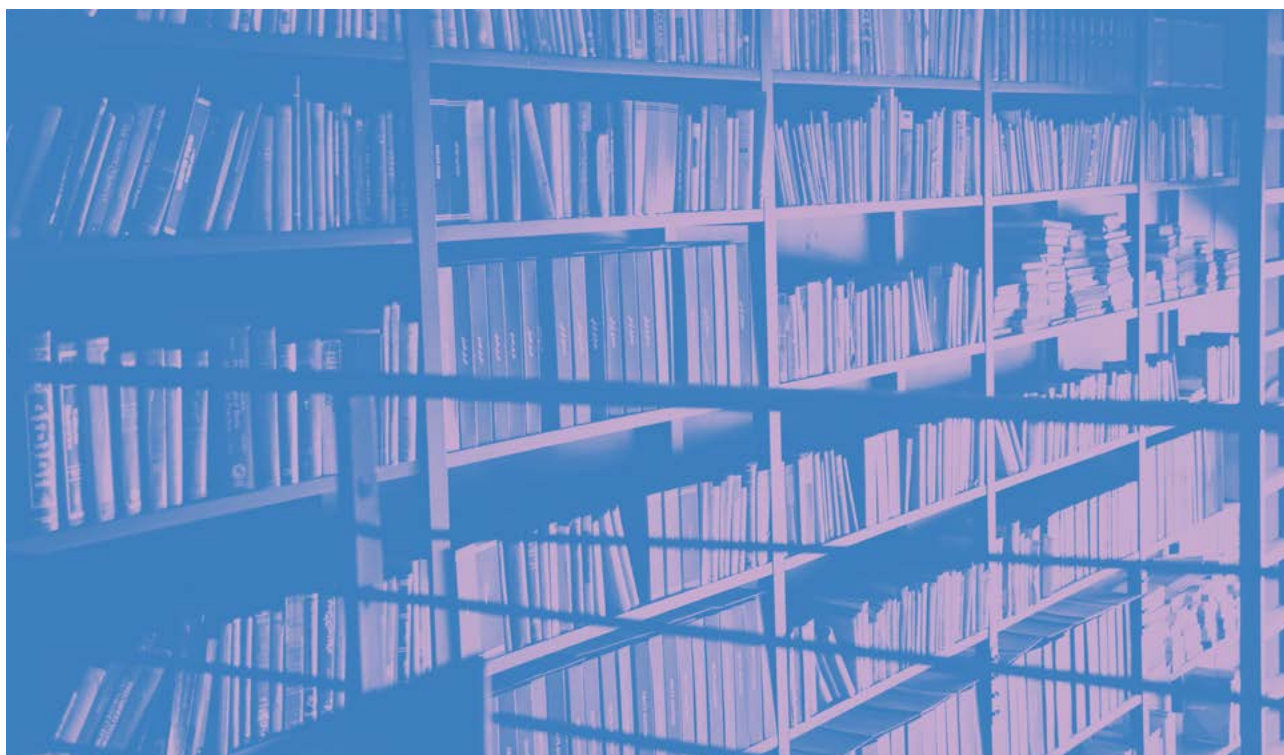
01 AMBITION FOR PUBLIC LIBRARIES IN ENGLAND

1.1. The Leadership for Libraries Taskforce (hereafter 'Libraries Taskforce') set out its strategy for the development of public libraries in Libraries Deliver: Ambition for Public Libraries in England 2016 to 2021[1].

1.2. The Ambition sets the Taskforce's objective for everyone to:

• Choose to use libraries, because they see clear benefits and positive outcomes from doing so

• Understand what library services offer, and how they can make the most of what's available

• Be introduced to new ideas and opportunities, then given confidence and quick and easy access to tools, skills and information they need to improve their quality of life

• Receive trusted guidance through the evolving information landscape and build the skills needed to thrive in a changing world

1.3. The Ambition further defines 7 'outcomes' that are supported by public library services and defines expectations against each outcome over the lifetime of the strategy. The outcomes are:

• Cultural and creative enrichment
• Increased reading and literacy
• Improved digital access and literacy
• Helping everyone achieve their full potential
• Healthier and happier lives
• Greater prosperity
• Stronger, more resilient communities

[1] https://www.gov.uk/government/publications/libraries-deliver-ambition-for-public-libraries-in-england-2016-to-2021/libraries-deliver-ambition-for-public-libraries-in-england-2016-to-2021

02 A DIVERSE AUDIENCE FOR PUBLIC LIBRARIES

CASE FOR SUPPORT

Very few public services have the demographic or geographic reach of public libraries. Libraries are amongst the most widely used and trusted platforms, with more than 250m in-person visits, over 90m online visits and a strongly diversified audience, particularly in terms of ethnicity and age.

However, declining investment since 2010, taken alongside reductions in transportation and related services has been accompanied by a consistent pattern of decline in usage – from 50% in 2010 to just under 34% in 2017-18.

New evidence from the evaluation of the Arts Council England's £3.9m Libraries Opportunities for Everyone: innovation fund (LOFE) shows that investing in innovative activities in public libraries results in increased engagement with the library service.

2.1. The audience for public libraries is changing, and with them the patterns of usage. According to Shining a Light[2] , the user research published by the Carnegie UK Trust in 2017.

- Approximately half of all adults in each jurisdiction (England, Scotland, Wales, Ireland and Northern Ireland) use their library, although there has been a decline in how frequently they visit in person;

- Being younger (aged 15-24) is increasingly strongly correlated with regular library use, as is being a woman and having children in the household;

- Circa 75% of people in each jurisdiction say libraries are important to their community (which means more people feel they are important to the community than use them personally);

- Factors that would make people more likely to use their library include better information about services, access to a coffee shop, more events and the provision of other Council services in the library.

2.2. There is some disparity between these findings (based on a survey by Ipsos MORI) and the findings of the DCMS Taking Part Survey for 2016[3] (summarised on the Libraries Taskforce blog)[4], which found:

- Approximately 34% of respondents had used their library in the previous 12 months;

- Satisfaction levels with library services remain high, with 94% of adults surveyed either satisfied or very satisfied with their experience;

- The most common factor in driving library usage is encouraging children to discover books and reading;

- The most common factor in declining frequency of library use is that people report having less free time.

2.3. However, both sets of data agreed on the following broad indicators that are likely to correlate to increased library use (with further corroboration provided by the findings of the Arts Council England's Understanding Society Surveys[5]):

- Women are more likely to use the library than men;

- People from higher-socio economic groups are more likely to use the library than those from lower socio-economic groups (although this gap is narrowing);

- Non-working adults are more likely to use the library than working adults;

- People from black and minority ethnic groups are more likely to use the library than white ethnic groups.

[2] https://www.carnegieuktrust.org.uk/shining-a-light/
[3] https://www.gov.uk/government/statistics/taking-part-longitudinal-report-2016
[4] https://librariestaskforce.blog.gov.uk/2016/05/10/changing-patterns-of-library-use/
[5] https://www.artscouncil.org.uk/research-library/findings-understanding-society-surveys

02 A DIVERSE AUDIENCE FOR PUBLIC LIBRARIES

2.4. This overall picture of a strongly diversified audience for public library services is reinforced in the ACE research Evidencing Libraries Audience Reach[6] (conducted for ACE by The Audience Agency), which found:

- Compared with other types of cultural activities, libraries reach a much broader range of age groups and social backgrounds;

- A higher proportion of library users identify as being from Black, Asian or Ethnic minority (BAME) backgrounds than those who identify as being from a White ethnic background; 47% of the former compared to 33% of the latter, in relation to library users in England;

- In the Mosaic profile for libraries the two key groups are family orientated – Aspiring Homemakers and Family Basics. The former tend to be younger families who have recently set up home, the latter group also tend to have children in the household but are living on more limited budgets

2.5. The correlation between these different studies in most key demographics suggests that they represent the most accurate current overview of the audience profile for public library services, although this presentation does limit the visibility of regional and national variations across England, Scotland, Wales and Ireland.

2.6. In general, the public library audience maps across to many of the key audiences that local and central Government, in common with many other national stakeholders, are seeking to reach. For example, it is notable that according to DCMS Taking Part statistics, approximately 37% of people living in disadvantaged areas regularly visit their library.

"I'm 59, and when I was a child I wasn't allowed to read books at home and was never enrolled at a library. So I would stay late at school and go to the school library. When I got to uni I used libraries a lot. And now I often go to talks or workshops at libraries. They have this calm, comforting atmosphere.

As a parent I enrolled my children at the age of two at our local library. They could take 20 books out at a time. My son often would... clearing the shelves of his latest passion.

Oh happy days! He is now 32 and a junior doctor. Libraries are part of the threads that stitch us together."

- Wendy Errington, Whitley Bay THE BIG ISSUE

----

[6] https://www.artscouncil.org.uk/publication/evidencing-libraries-audience-reach-research-findings-and-analysis

03 THE RISK OF DECLINING INVESTMENT
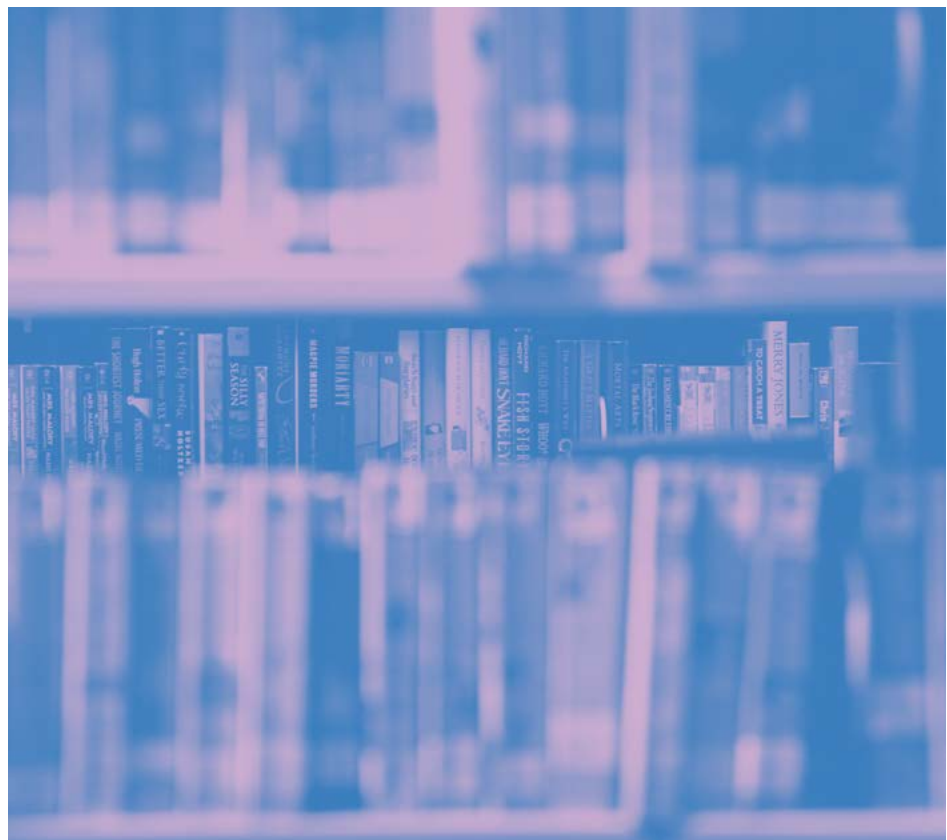
CASE FOR SUPPORT

The social and economic return on investment in public libraries, both directly in terms of added value for individual users and indirectly in terms of the positive overall effect on communities, local businesses and other public services, is comparatively higher than other leisure and cultural services.

However, the current pattern of declining investment in public libraries is putting this return at risk. Services which cannot deliver the same level of service, or which are 'hollowed-out' are not able to implement the activities which generate this return.

With an estimated ROI between 1:5 and 1:7, the 'funding gap' for public libraries of £150-200m puts their estimated annual return-on-investment of between £5bn and £6bn a year at risk.

3.1. An investment in public libraries is an investment in a cost-effective, UK-wide infrastructure for learning, community enterprise and local economic growth. It is a 'hand up' rather than a hand out for communities across London and the South, the Northern Powerhouse, the Midlands Engine and in Scotland, Wales and Northern Ireland.

3.2. The presence of an appropriately funded, professionally-run public library has a significant 'halo' effect for local businesses and learning providers[7]. As well as delivering significant increases in learning and healthcare indicators, the estimated economic ROI for a public library service is between 1:5 and 1: for the local economy for every £1 invested.

[7] Evidence Review of the Economic Impact of Public Libraries (Arts Council England, 2014)

03 THE RISK OF DECLINING INVESTMENT

3.3. The table below sets out the overall funding trends in public libraries across the UK since 2010:

Calendar year	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17
Expenditure (£m)*	1066	1011	963	954	944	919	853
Reduction (£m)	-	55	48	9	10	25	66
Reduction (%)	-	5	5	1	1	3	7
UK pop'n (m)**	63	63	63.7	64	65	65	65.7
Per capita spend (UK)	17	16	15	15	15	14	13
Service points	4466	4265	4191	4145	3962	3827	3650
Cost per library	238692	237046	229778	230157	238264	240136	233699
Pop'n per library	14107	14771	15199	15440	16406	16985	18000

*Source: CIPFA annual release ** Source: ONS Census data

3.4. Based on these figures, the 'funding gap' (the total gap between the cost of delivering a comprehensive and efficient public library service and available investment from Local Government) may follow a number of possible projections.

- If funding remains stable (no further reductions) at c. £853m per annum, demand will continue to rise as a proportion of population, resulting in a continued drop in per-capita spend;

- If funding declines on an historic average (3.6%) then it will reduce to £822m (2018), £793m (2019) and £764m (2020) – resulting in a net spend on libraries of £710m by the end of 2022, or a per-capita spend (based on a projected population of 70m) of £10.00 per year;

- If funding declines on the recent accelerated basis, (1-3-7%) then it will reduce by a potential 31% cumulatively to the end of 2022, a total expenditure of £589m per annum (a net loss of investment of a further £264m each year).

3.5. Based on these principles, local and central Government in England ought to be investing c. £15 per capita for public libraries. If population stabilises at 67m, this equates to c. £1bn annually (or the equivalent of 2.5% of the total UK annual expenditure on schools). Based on current expenditure and projections, this leaves a funding gap of £150-200m per annum.

3.6. Reductions in investment in public libraries put the social and economic ROI of these services at risk, which is why it is essential to secure long-term sustainable investment in public libraries.

Libraries are important to me because I benefited hugely from having a local library just across the road from the house I grew up in. There were hardly any books at home but I spent hours in that library and the books I encountered there opened up whole new worlds and on a practical level improved my literacy skills and therefore my exam results. Needless to say that library closed years ago.

- Ann Lewis THE BIG ISSUE

04 PLACE-SHAPING AND INCLUSIVE ECONOMIC GROWTH

CASE FOR SUPPORT

Public libraries represent an unparalleled infrastructure for learning, access to services and digital participation. With more than 3,260 trusted and networked locations distributed across rural and urban communities, no other public network provides the same platform for place-shaping or inclusive local economic growth.

Not only this, but public libraries represent a phenomenally cost-effective multiplier for local economic activity. The ROI of a local library service is estimated at between 5.5 and 7.5 times the cost of provision.

Sustaining this infrastructure of trusted local institutions requires ongoing investment in estate, facilities, IT and services. This is why public libraries need long-term sustainable funding to ensure that they can continue to deliver high-quality services for every community across the UK.

4.1. Local public libraries have a central role to play in building thriving communities with a strong sense of place. Rewriting the Story[8], the Arts Council England research into the contribution of libraries to place-shaping notes that:

"Libraries are familiar and well-recognised locations, often on high streets or adjacent to schools, GPs and local shopping parades. We also know that libraries are perceived by the public to be safe, neutral and trusted public spaces – free from any political or ideological agenda, or commercial incentive and where users are free from the judgement of others.

Added to their scale and perceived trustworthiness, what also makes public libraries relevant to place-shaping is the fact that they reach all sections and demographics of the community."

4.2. The key contribution of libraries to place-shaping is in helping to ensure that economic growth benefits everyone. Many Local Authorities call this 'inclusive economic growth' – meaning growth in which the positive outcomes are shared equally across all demographics and all communities.

4.3. While the overall spending power of Local Authorities is diminishing, local Councils still have the ability to shape attractive places by creating the conditions for inclusive economic growth, as ACE notes:

"Creating the conditions for inclusive growth is one of the most significant ways in which local authorities can fulfil their place-shaping role. Rather than through their spending power alone (which is diminishing) they can deliver inclusive growth through measures to raise skills and knowledge in their communities, alongside their use of regulatory and influencing powers."

4.4. The power of the public library in place-shaping rests in its ability to act as an open, trusted and adaptable hub at the heart of the community. Managed properly, the library space and services can be configured and reconfigured throughout the day to support a very broad spectrum of community needs and activities.

4.5. This infinitely-adaptable community space is designed to support all 7 of the key outcomes for Local Authorities identified by the Libraries Taskforce in their Libraries Shaping the Future Good Practice Toolkit[9]:

- Cultural and creative enrichment
- Increased reading and literacy
- Improved digital access and literacy
- Helping everyone achieve their full potential
- Healthier and happier lives
- Greater prosperity
- Stronger, more resilient communities

---

[8] https://www.artscouncil.org.uk/publication/re-writing-story-contribution-public-libraries-place-shaping
[9] https://www.gov.uk/government/publications/libraries-shaping-the-future-good-practice-toolkit/libraries-shaping-the-future-good-practice-toolkit#deliver-services

04 PLACE-SHAPING AND INCLUSIVE ECONOMIC GROWTH

4.6. Alongside these direct positive impacts of public libraries on place-shaping are less immediately apparent indirect benefits. These include, for example, a correlation between public libraries and safer communities, evidenced in the 2009 report Capturing the impact of public libraries (BOP Consulting for DCMS, 2009)[10] and a positive impact on social isolation and loneliness in communities, explored further below.

4.7. Further evidence in support of the wider social impacts of libraries is also provided in the DCMS report A Review of the Social Impacts of Culture and Sport (CASE for DCMS, 2015)[11] .

• As economic actors in their own right (economic impact)

• As institutions that facilitate the creation of economic value in the adjacent area and local economy

• As organisations that deliver a wide range of services, most of which are valued by both users and non-users when set against their cost of provision (benefit-cost/total economic value approaches)

4.8. Economic impact studies outside the UK consistently find a high direct and indirect ROI for Local Authorities from public libraries. In Spain, for example, the economic return is calculated at EUR2.80 to EUR 3.83 for every EUR1 invested in public, academic and research libraries[12]. The table below sets out economic ROI estimates for public library services from different nations (source: Public Library News[13], original sources attributed):

Nation	Estimated ROI from public libraries
Australia	£1 spent on libraries generates an ROI of £4.30
Canada	$1 spent on libraries generates an ROI of $5.63
New Zealand	£1 spent on libraries generates an ROI of at least £4
USA	£1 spent on libraries generates an ROI of £3.89 - £5.48

4.9. Using a slightly different methodology, the 2014 ALMA UK report The economic value of library services[14] found that "the estimated value per user visit is over 6 times greater than the cost of provision in Northern Ireland, over 5.5 greater in Scotland and over 7.5 times greater in Wales".

4.10. Providing evidence of the 'halo' effect of libraries for local businesses (in which library users also spend money locally as an incidental part of their visit), the same ALMA UK report calculates the "value per visit at between £18.43 and £35.32" (factoring in money spend on travel and local purchases).

4.11. Using the data from this study, ALMA UK produced a 'calculator' (Excel toolkit)[15] for libraries to use in order to calculate their impact on local economic growth.

[10] http://webarchive.nationalarchives.gov.uk/+/http:/www.culture.gov.uk/images/publications/Capturing_the_impact_of_libraries.pdf
[11] https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/416279/A_review_of_the_Social_Impacts_of_Culture_and_Sport.pdf
[12] http://www.fesabid.org/documentos/ecownomic_social_value_information_service_libraries.pdf
[13] http://www.publiclibrariesnews.com/reasons-for/reasons-for-libraries-values-for-money
[14] https://almauk.files.wordpress.com/2010/09/alma-uk-final-report-01-04-2014-reissued.pdf
[15] https://scottishlibraries.org/media/1228/alma-uk-economic-value-of-libraries-toolkit-guidance.pdf

04 PLACE-SHAPING AND INCLUSIVE ECONOMIC GROWTH

4.12. A less well-understood role for public libraries is as anchor institutions for High Street and other urban economic development initiatives. In the US, for example, there is extensive research into the ability of libraries to 'anchor' urban development and the growth of Smart Cities (Goodman, 2014)[16].

4.13. In the UK, the UKCES highlighted the potential of public libraries as anchor institutions for community development, economic regeneration and local economic growth in their report Anchor Institutions and small firms in the UK (UKCES, 2015)[17], stating;
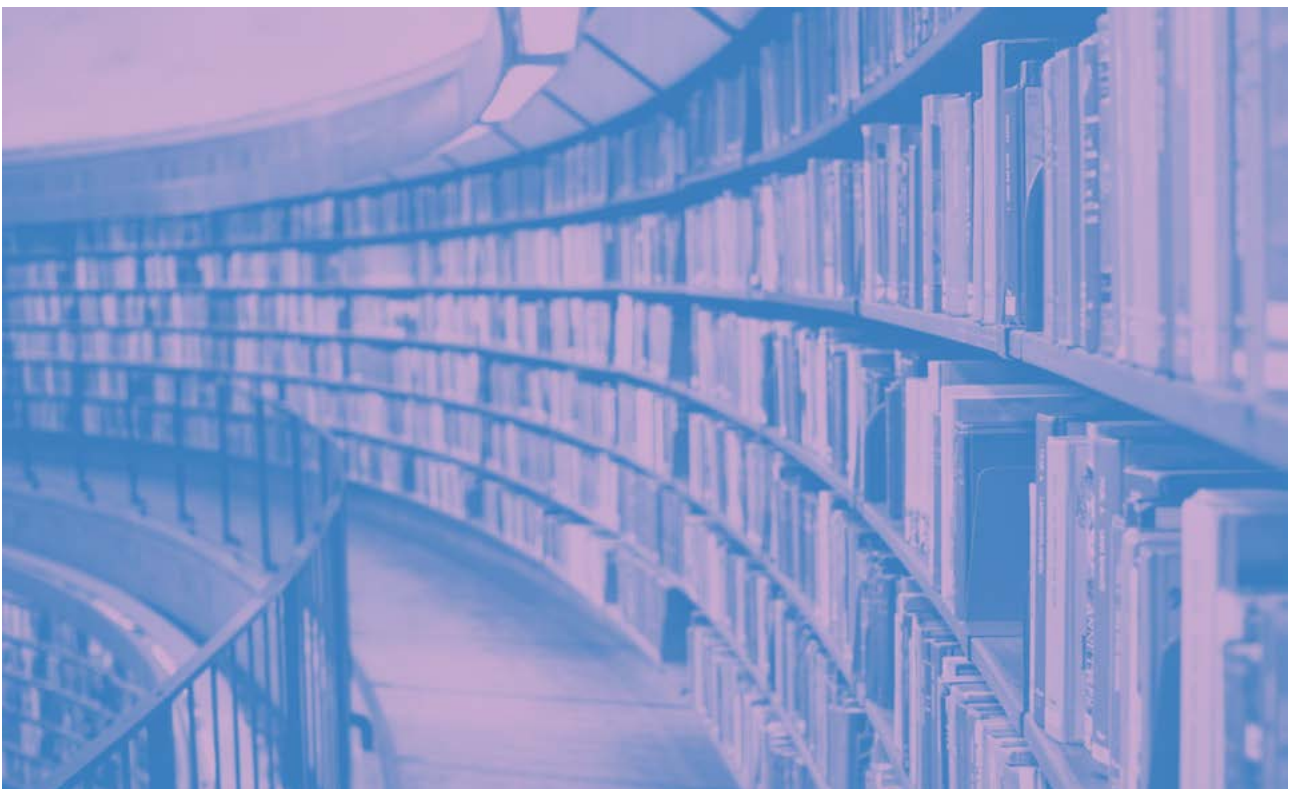
"Public libraries might also play an anchor role, specifically those providing business information services (ULC, 2007). Public libraries can offer small business owners a variety of information resources including industry data, statistics, trends, legal indices, local and state regulations, government documents, industry specific journals and company data."

(This role is explored further in the section below on Business and Enterprise Support).

4.14. This 'anchor' role is particularly interesting in relation to the ability of public libraries to provide universal access to high-quality broadband connectivity in rural and hard-to-reach areas. Again in the US, this role of public libraries as 'digital anchor institutions' is increasingly recognised by planning authorities (Allemanne, Mandel, McClure, 2011)[18].

4.15. All of these studies find a strong correlation between the provision of a local public library service and direct and indirect inclusive economic growth. Directly, libraries impact positively on local economies and consumer spend. Indirectly, they enhance the liveability and attractiveness of places while also providing access to skills and information, which in turn promotes local economic development.

4.16. It is also worth remembering that as economic actors and employers in their own right, libraries have a significant impact on local supply chains and the local workforce.

[16] https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2476159
[17] https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/414390/Anchor_institutions_and_small_firms.pdf
[18] https://journals.ala.org/index.php/ltr/article/view/4554/5354

05 EDUCATION, INFORMAL LEARNING AND SKILLS

CASE FOR SUPPORT

Described by Secretary of State for Culture Chris Smith MP in 2000 as "the original street-corner University", public libraries provide arguably the most important infrastructure for formal and informal learning outside the classroom, offering significant impact on education, literacy, skills and attainment for local communities.

Supported by professional librarians, they deliver life-long interventions, from early years to adult learning and active ageing, which help learners of all ages build their skills and confidence. 88% of learners report that using the library makes them more confident and 76% reported that it helped them improve their qualifications.

Without long-term sustainable funding, public library staff cannot support the range of learning activities which their users demand. They cannot build relationships with local schools and if their staffing is hollowed-out, will not be able to deliver specialist educational activities which enhance and extend learning.

5.1. Research carried out by the New York Comprehensive Centre in 2012[19] identified case studies which suggest that public libraries have a positive impact in the following areas:

- Early childhood learning opportunities

- Impact on all students:
  - Informational and digital literacy
  - Summer learning opportunities
  - Support for underrepresented communities

- Supporting lifelong learning (including adult learners)

5.2. The strongest correlation in this area is the link between reading, literacy, skills and attainment, as reported by the Reading Agency (in support of the Summer Reading Challenge)[20],

"Analysis from the Department for Education suggests that if all pupils in England read for enjoyment every day or almost every day, the boost to Key Stage 2 performance would be the equivalent of a rise of eight percentage points in the proportion achieving a level 4b (from its current level of 67% to 75%)"

5.3. According to the Arts Council England[19]; "Research based on the Millennium Cohort Survey found that children who were taken to the library at least once a month (alongside five other measures of "parenting and the home environment", including reading to children) showed significantly better results in a number of tests assessing their cognitive development, including vocabulary tests. The authors added that 'it is well known that early cognitive ability is a strong predictor of final educational attainment (Galindo-Rueda and Vignoles 2005)."

5.4. These findings are further supported by evidence that suggests a correlation between regular library use (and hence improved literacy and reading behaviours) and positive impact on children's attainment up to four times greater than the impact of having a parent with a degree:

"Another recent study, which analysed the reading behaviour of around 6,000 young people followed by the 1970 British Cohort Study, found that children who read for pleasure made more progress in maths, vocabulary and spelling between the ages of 10-16 than those who rarely read. The authors concluded that the combined effect on children's progress of reading books often, going to the library regularly and reading newspapers at 16 was four times greater than the advantage children gained from having a parent with a degree."

---

[19] http://www.nysl.nysed.gov/libdev/nyla/nycc_public_library_brief.pdf
[20] https://www.gov.uk/government/case-studies/summer-reading-challenge-a-national-scheme-supporting-literacy
[21] https://www.artscouncil.org.uk/sites/default/files/download-file/Evidence_review_economic_contribution_libraries_2014.pdf

05 EDUCATION, INFORMAL LEARNING AND SKILLS

5.5. According to a 2010 study commissioned by the Museums, Libraries and Archives Council (MLA) from City University[22], library users (based on a sample in London) reported the following positive impacts on their learning and attainment:

• 88% of learners reported that using the library made them more confident;

• 76% reported that library use encouraged them to improve their qualifications and;

• 51% reported that using the library had put them in a stronger position to get a new job

5.6. According to the 2011 study by the National Literacy Trust[23], there is a strong correlation between public library use by children and young people and their academic attainment. Their key findings included:

• 38.2% of young people who use the (public) library believe that doing so will help them do better at school;

• If a young person is not a regular library user, they are more than three times more likely only to read in class (ie. they do not read outside the classroom);

• Young people reading above their expected age are twice as likely to be users of their public library;

• Young people reading below their expected age are twice as likely not to be users of their public library;

• Pupils receiving free school meals were more likely than those who do not get meals to say that they use public libraries because it is a friendly space and because it helps them do better at school.

5.7. There is a broad base of evidence about the positive impact of public libraries on supporting reading for pleasure and wellbeing, as well as on supporting reading outside the classroom (particularly during school holidays). Examples include the extensive Impact Studies carried out by the Reading Agency in support of the Summer Reading Challenge and related activities.

I write a rallying call of support now for all libraries, because I feel strongly that a library isn't simply a building, it's an experience. An experience meant for the primary school kids who can't afford a book from the Scholastic fair every time it rolls into schools, meant for the old lady who wants to get into Game Of Thrones because she heard it's good, it's meant for the tired college students who need a place to sit down and study. Such is the rich and diverse world of the library. Please continue to fight for libraries in the name of experiences. Everyone has a right to one.

Gemma Jones, email THE BIG ISSUE

---

[22] http://openaccess.city.ac.uk/3116/1/Understanding%20our%20value.pdf
[23] https://literacytrust.org.uk/research-services/research-reports/public-libraries-and-reading-young-peoples-reading-habits-and-attitudes-public-libraries-and-exploration-relationship-between-public-library-use-and-school-attainment/

06 ♥+ HEALTH, WELLBEING AND SOCIAL CARE

CASE FOR SUPPORT

There is a growing body of evidence which suggests that public library use correlates to positive impact on health and wellbeing Our evidence shows that regular library users report higher life satisfaction, happiness and sense of purpose in life.

Libraries provide services and signposting which improve health literacy, support self-care and community prescribing and save the NHS at least £27.5m per year in reduced usage of health services (although the real saving is likely to be much higher).

Evidence suggests a strong positive correlation between reading activities in libraries and overall health and wellbeing. We know that reading for pleasure reduces stress and depression, and that reading fiction leads to higher empathy and better relationships with others.

Public libraries are part of the local ecosystem of health and social care provision. They alleviate pressure on local health and social care budgets and provide a much-needed frontline for community-based support for people's health and wellbeing. This is why it is essential to secure these benefits through long-term sustainable funding.

6.1. There is a strong and growing connection between public libraries and the provision of services to promote health, wellbeing and social care across all age ranges. The primary source of evidence which captures these benefits is the 2015 report The health and wellbeing benefits of public libraries (Fujiwara, D et al)[24] commissioned by the Arts Council England.

6.2. Key findings from the ACE research include:

- The average 'willingess to pay' (WTP - the additional Council Tax an individual would be willing to pay to sustain library services) for library users is £19.51, however the WTP for people using health information in public libraries is £39.03. This demonstrates that library users attach a significant premium to the value of engaging with health information in public libraries;

- Library users demonstrate a 1.4% increase in likelihood to report good general health, correlating to £1.32 per person per year or an aggregate saving of around £27.5m to the NHS annually.

6.3. Examples of prior successful collaborations between public libraries and charities or organisations promoting health and wellbeing include:

- Libraries Connected's Universal Health Offer[25], which includes developments such as the Reading Well collaboration (see below) and signposting public library users to further information and resources on health and wellbeing, including mental health;

- The Reading Agency's Reading Well: Books on Prescription[26] programme, which provides access in public libraries to books selected by qualified healthcare professionals which help people understand and manage their own health and wellbeing;

- Innovative collaborations between Cancer support charity Macmillan and library services in Glasgow[27] and Edinburgh[28];

6.4. The 2017 evaluation of the Reading Well: Books on Prescription programme highlights the impressive scale and reach it has achieved:

- Circa 778,000 people supported since 2013;

- Available in 98% of public libraries in the UK;

- 90% of users found the common mental health conditions booklist helpful or very helpful;

- 96% said the same of the dementia and young people's booklists;

- 90% of prescribers reported using the programme most for increasing access to patient information and advice.

24 https://www.artscouncil.org.uk/sites/default/files/download-file/The%20health%20and%20wellbeing%20benefits%20of%20public%20libraries.pdf
25 https://www.librariesconnected.org.uk/universal-offers/health
26 https://reading-well.org.uk/
27 https://www.glasgowlife.org.uk/libraries/macmillan-glasgow-libraries
28 http://www.edinburgh.gov.uk/info/20155/volunteer/1486/macmillan_cancer_support_in_libraries

07 DIGITAL SKILLS AND GETTING ONLINE

CASE FOR SUPPORT

Public libraries have transformed their digital offer, providing an unparalleled trusted digital infrastructure which helps people in every part of the UK get online, build their skills and make use of digital services.

With 99.3% of public libraries providing free public-access wifi (thanks to investment from DCMS) and 40,000 Internet-connected PC's offering 26m hours of Internet use every year supported by 14,000 trained staff, public libraries are the most cost-effective public platform for digital transformation.

Public libraries need long-term sustainable funding to secure this new digital role at the heart of their communities – offering a tremendous opportunity to invest in the UK's digital future.

7.1. The Libraries Connected Universal Digital Offer[29] aims to ensure that public libraries can provide:

- Free access to the internet for every customer
- Clear and user-friendly online library services including ebooks
- Staff trained to help customers access online information - especially those who lack IT skills or equipment
- 24/7 access to library services via online services

7.2. We know that digital inclusion, supported Internet access and digital skills are essential to empowering people to succeed, whatever their socio-economic status or educational attainment, and wherever they live.

- According to data from the Tinder Foundation[30], 12.6m people in the UK lack basic digital skills and 5.9m people have never been online;

- This year, Lloyds Bank, in their Consumer Digital Index, reported that 11.3 million, or 21%, of people in the UK do not have the full complement of basic digital skills;

- The Commons Science and Technology Committee estimates that this 'digital skills gap' is costing the UK an additional £63bn a year in lost GDP[31];

- Public libraries in England and Wales provide 26m hours of free, supported Internet access each year, with demand either remaining stable or growing;

- Over half of the Good Things Foundation Online Centres are located in public libraries;

- 14,000 members of public library staff have been trained in supporting digital skills and Internet access for their users through the Libraries Connected digital skills programme.

My local library was crucial to my mental health as a new mother. I have no family locally, library sing-a-longs and story times allowed me to socialise, to meet new mums and talk. I structured my week around these events. They motivated me to get out of the house and this helped my recovery after a caesarean delivery. Most importantly, singing and hearing stories at the library allowed me to be a 'good mother'. There seemed so many ways of doing it wrong as a new parent (feeding, routines, plastics etc) but singing with my baby and listening to stories helped her development and felt great.

- Elaine Walters, email THE BIG ISSUE

[29] https://www.librariesconnected.org.uk/universal-offers/digital
[30] https://www.onlinecentresnetwork.org/sites/default/files/resource/files/doing_digital_inclusion_-_libraries_handbook.pdf
[31] https://publications.parliament.uk/pa/cm201617/cmselect/cmsctech/270/270.pdf

07 DIGITAL SKILLS AND GETTING ONLINE

7.3. According to data provided by lorensbergs[32], public libraries across the UK provide free supported Internet access through more than 40,000 PC's. Thanks to investment by DCMS, an estimated 99.3% of public libraries offer free public access wifi[33]. 70% of libraries reported that their PC usage had either increased or remained the same during 2017.

7.4. 80% of library users say that access to computers and the Internet is an 'essential' resource, with the rest saying that is it 'very important' to their experience of the public library.
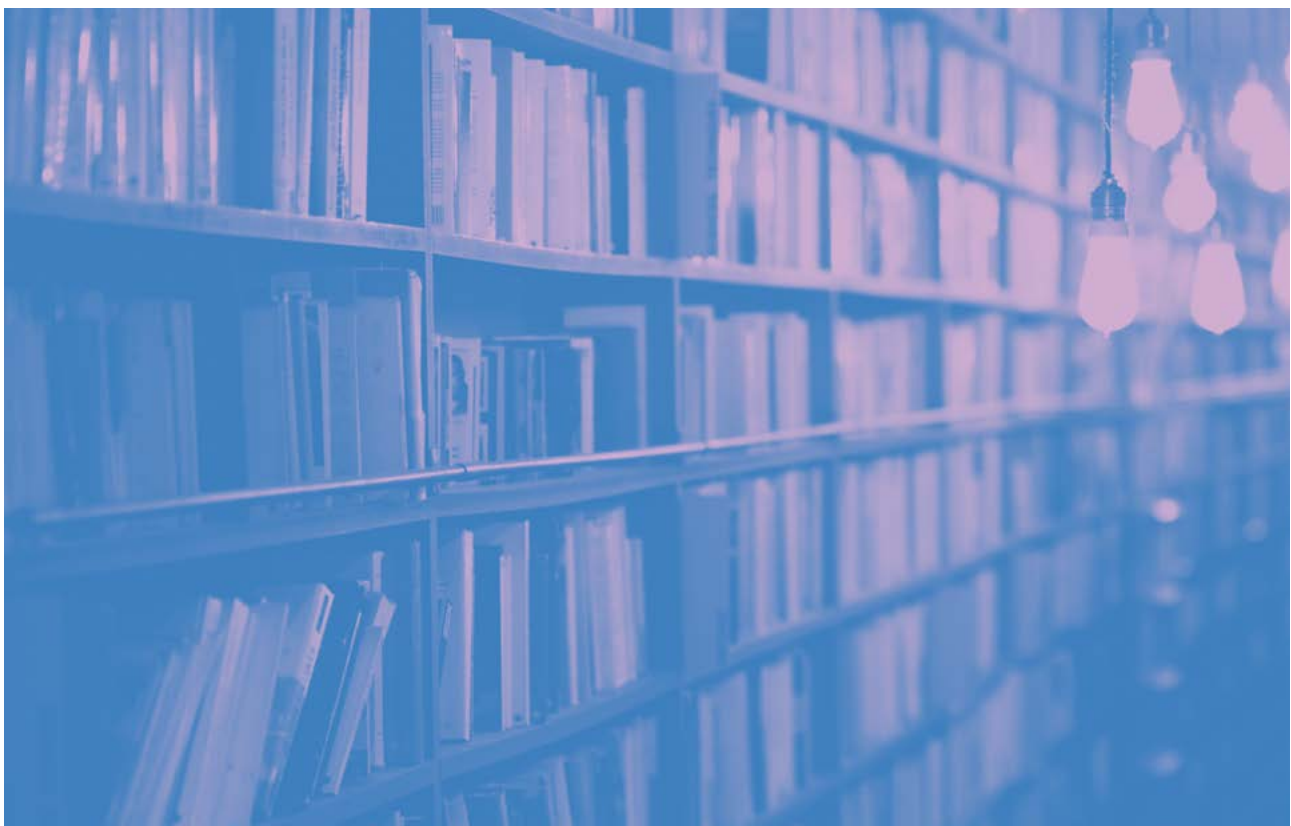
7.5. The two reports Stories from the Peoples Network[34] and More Stories from the Peoples Network[35] highlight the wide range of activities currently being delivered by public libraries including:

- Supporting access to Universal Jobmatch and Universal Credit applications
- Code Clubs, robot programming and 3D printing
- Supporting jobseekers with CV's, careers advice and online applications

- Helping people get the most out of their devices
- IT & digital skills clubs for the over-65's
- Wifi printing and scanning services
- Helping people set up and use communications tools and email
- Educating people about how to keep themselves and their data safe online
- Basic digital skills and literacy sessions
- Support to access healthcare services, health information and bookings

7.6. Public libraries have transformed their digital offer and now act as a vital trusted and networked infrastructure in every community across the UK to help people get online and develop their digital skills and confidence.

7.7. In light of the UK's digital skills gap and its potential cost to the UK economy, sustainable long-term funding for public libraries provides an opportunity to ensure that the benefits of digital transformation reach every community.

[32] http://www.lorensbergs.co.uk/blog/posts/2017/september/a-landmark-year-for-the-peoples-network-of-computers-in-libraries/
[33] http://www.artscouncil.org.uk/publication/making-most-wifi
[34] http://www.lorensbergs.co.uk/short-stories-from-the-peoples-network
[35] http://www.lorensbergs.co.uk/casestudiesandresearch/ebook-more-short-stories-from-the-peoples-network/

08 ENTERPRISE AND BUSINESS SUPPORT

CASE FOR SUPPORT

Public libraries provide a range of information, advice and support services for local businesses. The British Library's pioneering Business and IP Centres programme demonstrates how we can build on the existing public library network to accelerate startups and enterprise across the UK.

The GVA for the UK economy delivered through the Business & IP Centres is estimated to hit £214m by the end of 2018, a return of £25 for every £1 of public investment in the network.

With sustainable long-term funding, there is tremendous potential to position every UK public library as a catalyst for local economic development through business and enterprise support – working with schools, colleges, entrepreneurs and Councils to create a generation of entrepreneurs and innovators.

My local library has been invaluable to me. When my marriage broke up I found myself a flat to rent. Whilst I could manage my basic expenses, things like broadband and laptops were a luxury I couldn't afford. Having access to the internet every day was vital to sort out my bills and apply for new jobs. I'm about to start my new management role, which I applied for and completed assessment for, at my local library.

- Anne, Hampshire THE BIG ISSUE

8.1. Public libraries in the UK have always provided services to support local businesses. However, in recent years this role has grown rapidly as libraries move to provide a broader range of business and local enterprise support services.

8.2. The British Library's Business and IP Centre programme has pioneered this new role for public libraries. The Centre at the British Library[36] itself provides free access to:

- Over £5m worth of online market reports from top publishers Mintel, Frost & Sullivan, Euromonitor and more

- Company data for over 144 million UK and global companies

- Start-up books and business directories

- 700,000 historical annual reports

- Over 60 million patents

8.3. Through investment from the Arts Council's Enterprising Libraries programme[37], the British Library now supports a network of Business and IP Centres in 13 locations across the UK, with the ambition to grow this network over the coming years. Existing Centres are based in libraries in the Midlands and the North, Scotland, the South East and South West – a truly distributed network of enterprise support.

---

[36] https://www.bl.uk/business-and-ip-centre/about
[37] https://www.artscouncil.org.uk/funding/enterprising-libraries#section-3

08 ENTERPRISE AND BUSINESS SUPPORT

8.4. According to the Evaluation Report provided by the British Library[38], the Business and IP Centres have achieved remarkable successes:

- The Centres have helped to create 1,692 new businesses and 4,178 new jobs, 29% of which are situated inside the Northern Powerhouse;

- By 2015, the Centres had delivered a GVA (gross value-added) of £38m – a return of £4.50 for every £1 of public investment. This is projected to increase to £214m GVA by the end of 2018 (£25 for every £1 invested);

- The Centres have supported the creation of high-value jobs in knowledge-based businesses, notably the Creative Industries and Tech sector (28%), Professional Services (22%) and Education (14%);

- Of the people who started new businesses through the BIP Centres, 47% were women, 26% were black, Asian or minority ethnic and 25% had previously been unemployed or redundant.
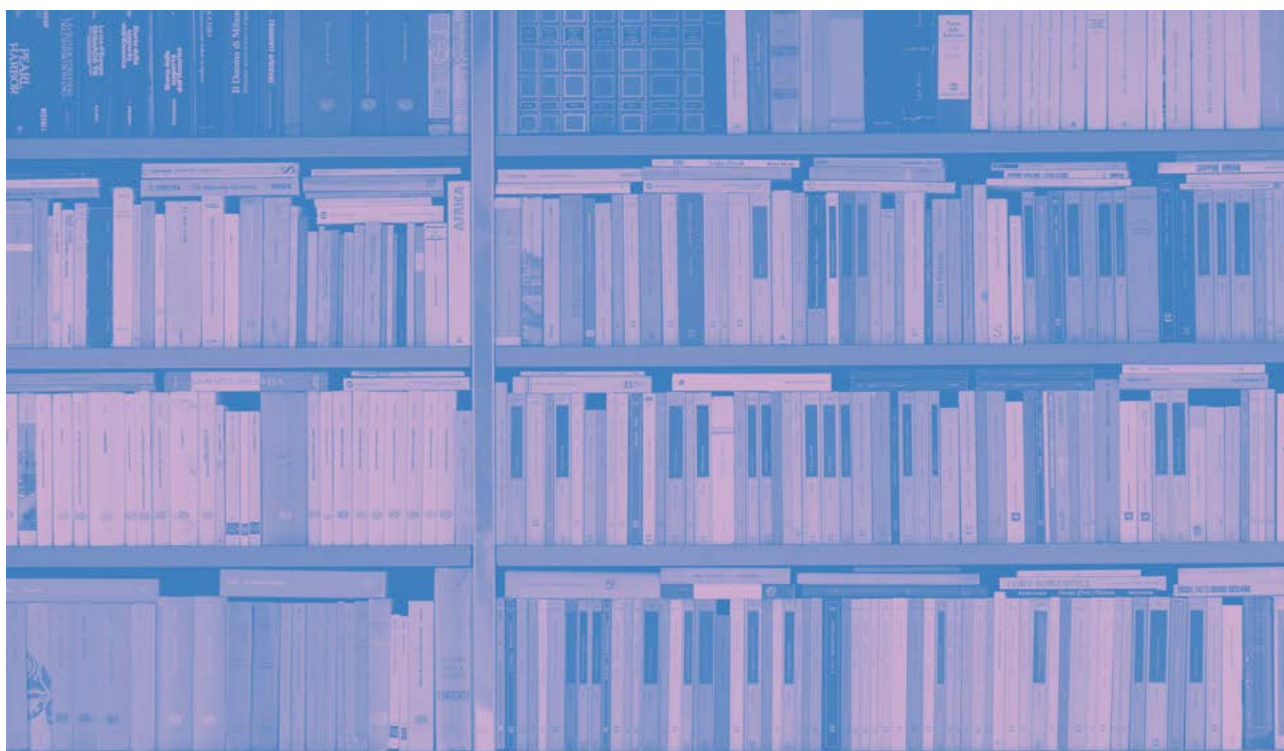
8.5. The success of the Business and IP Centres initiative highlights the power of the public library network as a trusted, cost-effective platform for inclusive local economic growth. Building on the traditional strengths of public libraries (spaces, welcoming services, up-to-date technology and connectivity), they have demonstrated how the sector can contribute to economic development.

8.6. Many local public libraries offer a wide range of business and enterprise support services. Examples include:

- Access to low-cost meeting and workspace
- Free access to business and market intelligence
- Early-stage creativity, innovation and idea generation
- Patents, trademarking and IP advice
- Access to rapid manufacturing tools including 3D printers for protoyping
- Targeted workshops in partnership with leading brands (eg. Google Garage)
- Digital innovation support

8.7. There is tremendous potential to expand the network of Business and IP Centres (and to extend their reach through the 'hub-and-spoke' model proposed by the Libraries Taskforce) so that they can act as a catalyst for startups and local enterprise across the UK. However, delivering on this potential depends on ensuring that there is sustainable long-term funding available to public libraries.

[38] https://www.bl.uk/britishlibrary/~/media/bl/global/business%20and%20ip%20centre/documents/270-001%20british%20library%20enterprising%20libraries%20infographic-with%20trims.pdf

09 POVERTY, PREVENTION, SOCIAL MOBILITY AND SOCIAL ISOLATION

CASE FOR SUPPORT

Public libraries provide a low-cost, high-value mechanism for the Government to invest in combatting loneliness and social isolation, whilst helping people build the skills and confidence they need to improve their employability.

HM Government's own social mobility policy highlights the importance of literacy support and early-years intervention to improving peoples educational attainment and life chances. Libraries already provide these services in a way that ensures they reach the hardest-to-reach communities across the UK.

Public libraries need sustainable long-term investment in order to secure this support for every community. Without it, we are likely to see the emergence of a 2-tier library service which disadvantages those most at risk of being left-behind.

9.1. As one of the UK's most widely used and trusted public services, public libraries have a powerful role to play in addressing some of our most challenging social issues, such as poverty, loneliness and social isolation and social mobility.

9.2. Each year, the CILIP Libraries Change Lives Award[39] celebrates innovative projects in UK libraries which tackle urgent social issues. Examples of previous winners include:

- 'Chat and Chill' in Ipswich Library – a regular session for women from diverse and international backgrounds where participants can practice their English, make friends and feel welcomed into Suffolk life;

- 'Kirklees Family Storywalks' - based around literacy, exercise and community socialisation, this initiative engages a diverse range of families and targets harder-to-reach families and families who need encouragement to get active and use outdoor spaces and spend time together;

- 'Story Café' at the Glasgow Women's Library - a women-only shared reading group which brings women from different backgrounds together to connect over literature, with a particular emphasis on diversity and equality and awareness of the voices of BME authors.

9.3. The Government's new Loneliness Strategy[40] highlights the scale of the UK's challenge – around 9m people – more than a fifth of the population - report feeling lonely 'always' or 'often'. Around 200,000 older people report not having spoken with a friend or member of their family for more than a month.

9.4. Between 35-50% of UK adults use a public library regularly, including 43% of people over 55. This makes the public library network a valuable platform to address the challenge of loneliness and social isolation.

9.5. In Wales, public libraries have worked hard to align their services to the Welsh Government's Prosperity for All agenda, with a key focus on working with other services to alleviate poverty and social isolation and to improve peoples' life chances.

....

My mum started the first library in our village. Books on a trestle table. It was my treasure chest

....

- Pat Curtis (Facebook) THE BIG ISSUE

....

[39] https://www.cilip.org.uk/page/LibrariesChangeLiv
[40] https://www.gov.uk/government/news/pm-launches-governments-first-loneliness-strategy

9.6. The CILIP publication Librarians and Information Professionals: building a prosperous Wales for all highlights the contribution of public libraries against 5 key agendas:

- **Early years support** - Library workers support parents and children in their first years through the provision of "rhymetime" activities which encourage socialisation, reduce isolation and provide support for first time parents;

- **Housing** - public librarians signpost people to housing advice and support, and help to give people pride in and engagement with the place where they live;

- **Health and social care** – librarians have the skills and expertise to support a wide range of health and social care needs, acting as both a frontline service and signposting people to further sources of help and advice;

- **Mental health** – public libraries have a long tradition of providing caring, welcoming and inclusive spaces for people with mental health needs, and are able to deliver activities which promote mental health and wellbeing;

- **Skills and employability** – public libraries help people build their skills, particularly digital and information-seeking skills, and provide services which help them with applications and finding their way into employment.

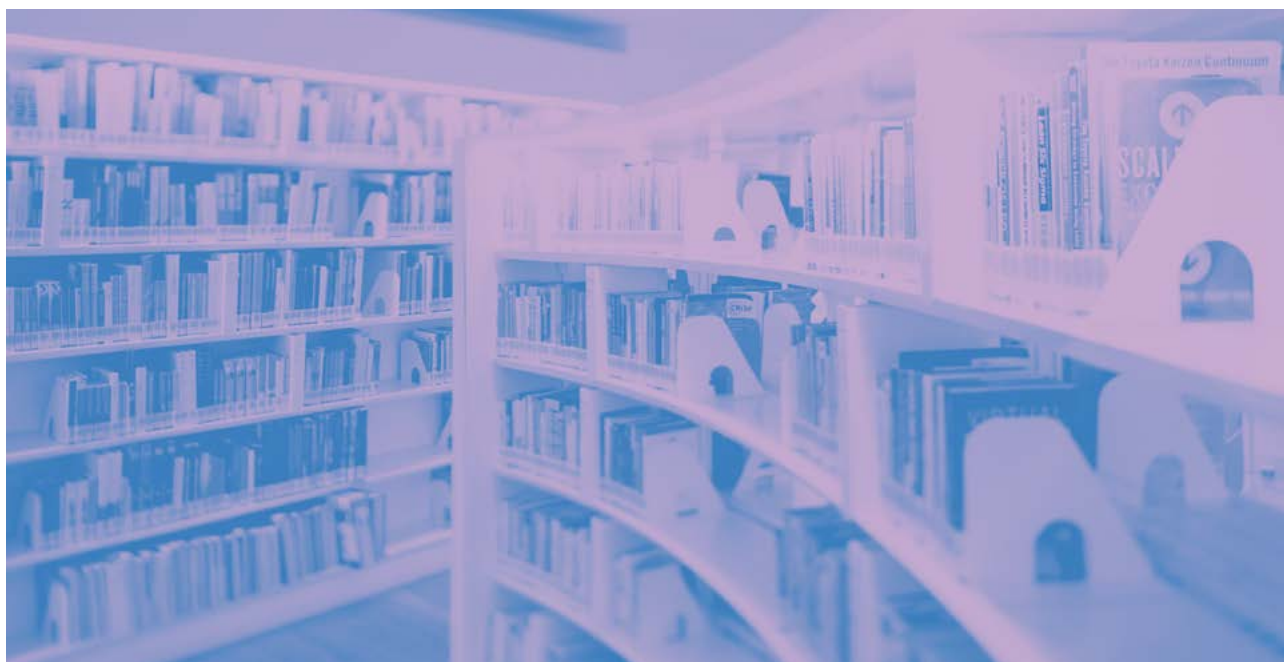**9.7.** According to the Government policy paper Unlocking Talent, Fulfilling Potential: Improving social mobility through education[41], early intervention in literacy is an essential component in securing social mobility. The best way to "close the word gap" is through the literacy and skills support provided by libraries.

> **"Ambition 1 – Close the 'word gap' in the early years.** Good early years education is the cornerstone of social mobility – and we are making record investment in this area. Children with strong foundations will start school in a position to progress, but too many children still fall behind early, and it is hard to close the gaps that emerge. We need to tackle these development gaps at the earliest opportunity, particularly focused on the key early language and literacy skills, so that all children can begin school ready to thrive."

9.8. Public libraries contribute to measurable impact against all 4 ambitions in the Government's social mobility policy, including early years support, closing the attainment gap, improving post-16 education choices and developing rewarding careers.

9.9. Combatting loneliness and social isolation and helping people develop the skills and employability they need to improve their life chances is very much the core business of a modern public library service. However, delivering on this potential depends on ongoing sustainable funding to ensure that they can provide the skilled staff and trusted spaces their communities need.

[41] https://www.gov.uk/government/publications/improving-social-mobility-through-education

APPENDIX A
INFORMATION SOURCES

All sources were as accessed between 27.09.2018 and 03.10.2018

Impact model for public libraries
- Libraries Deliver: Ambition for Public Libraries in England 2016-2020 (DCMS Libraries Taskforce, 2017)

  https://www.gov.uk/government/publications/libraries-deliver-ambition-for-public-libraries-in-england-2016-to-2021/libraries-deliver-ambition-for-public-libraries-in-england-2016-to-2021

- Public Libraries Modernisation Review (DCMS, 2010)

  https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/228855/7821.pdf

General demographics
- Shining a Light (Carnegie UK Trust, 2017)

  https://www.carnegieuktrust.org.uk/shining-a-light/

- Taking Part 2016 Longitudinal Report (DCMS, 2016)

  https://www.gov.uk/government/statistics/taking-part-longitudinal-report-2016

- Changing patterns of library use (Libraries Taskforce, 2016)

  https://librariestaskforce.blog.gov.uk/2016/05/10/changing-patterns-of-library-use/

- Evidencing Libraries Audience Reach (Audience Agency for Arts Council England, 2017)

  https://www.artscouncil.org.uk/publication/evidencing-libraries-audience-reach-research-findings-and-analysis

Place-shaping and inclusive economic growth
- Rewriting the Story: The contribution of libraries to place-shaping (Arts Council England, 2017)

  https://www.artscouncil.org.uk/publication/re-writing-story-contribution-public-libraries-place-shaping

- Libraries shaping the future: Good practice toolkit (Libraries Taskforce, 2017)

  https://www.gov.uk/government/publications/libraries-shaping-the-future-good-practice-toolkit/libraries-shaping-the-future-good-practice-toolkit#deliver-services

- Evidence Review of the Economic Impact of Public Libraries (ACE, 2014)

  https://www.artscouncil.org.uk/sites/default/files/download-file/Evidence_review_economic_contribution_libraries_2014.pdf

- Research into the economic and social value of libraries (FESABID, Spain, 2013)

  http://www.fesabid.org/documentos/economic_social_value_information_service_libraries.pdf

- The Economic Value of Library Services (ERS for ALMA UK, 2nd edition 2014)
  https://almauk.files.wordpress.com/2010/09/alma-uk-final-report-01-04-2014-reissued.pdf

- ALMA UK Economic Value Calculator for Libraries (ALMA UK 2014)
  https://scottishlibraries.org/media/1228/alma-uk-economic-value-of-libraries-toolkit-guidance.pdf

- The Rural Public Library as a leader in community broadband services (ALA, 2011)

  https://journals.ala.org/index.php/ltr/article/view/4554/5354

- Anchor Institutions and Small Firms in the UK (UKCES, 2015)

  https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/414390/Anchor_institutions_and_small_firms.pdf

Education, informal learning and skills
- Understanding our value: assessing the nature and impact of library services (City University, 2010)
  http://openaccess.city.ac.uk/3116/1/Understanding%20our%20value.pdf

- Government Case Studies: Summer Reading Challenge Supporting Literacy (DCMS, 2016)

  https://www.gov.uk/government/case-studies/summer-reading-challenge-a-national-scheme-supporting-literacy

- Public Libraries and Reading: Young people's reading habits and attitudes to public libraries, and an exploration of the relationship between public library use and school attainment (National Literacy Trust, 2011)

  https://literacytrust.org.uk/research-services/research-reports/public-libraries-and-reading-young-peoples-reading-habits-and-attitudes-public-libraries-and-exploration-relationship-between-public-library-use-and-school-attainment/

Health, wellbeing and social care
- Speaking volumes: The impact of public libraries on wellbeing (Carnegie UK Trust, 2014)

  https://www.carnegieuktrust.org.uk/publications/speaking-volumes-leaflet-to-view/

- Universal Health Offer in Public Libraries (Libraries Connected, 2018)

  https://www.librariesconnected.org.uk/universal-offers/health

Digital skills and getting online

- 2017 a landmark year for Peoples Network computers in libraries (Lorensbergs Ltd.)

  http://www.lorensbergs.co.uk/blog/posts/2017/september/a-landmark-year-for-the-peoples-network-of-computers-in-libraries/

- Public Libraries Digital Inclusion Handbook (Tinder Foundation)

  https://www.onlinecentresnetwork.org/sites/default/files/resource/files/doing_digital_inclusion_-_libraries_handbook.pdf

- Universal Digital Offer in Public Libraries (Libraries Connected, 2018)

  https://www.librariesconnected.org.uk/universal-offers/digital

- Making the most of wifi (Arts Council England, 2017)

  http://www.artscouncil.org.uk/publication/making-most-wifi

- The UK Digital Skills Crisis (Commons Science and Technology Committee, 2017)

  https://publications.parliament.uk/pa/cm201617/cmselect/cmsctech/270/270.pdf

- Short Stories from the Peoples Network (Lorensbergs, 2017)

  http://www.lorensbergs.co.uk/short-stories-from-the-peoples-network

- More Short Stories from the Peoples Network (Lorensbergs, 2018)

  http://www.lorensbergs.co.uk/casestudiesandresearch/ebook-more-short-stories-from-the-peoples-network/

Enterprise and business support

- About the British Library Business & IP Centre (British Library, online)

  https://www.bl.uk/business-and-ip-centre/about

- Evaluation of the Impact of the Business & IP Centres (British Library, 2015)

  https://www.bl.uk/britishlibrary/~/media/bl/global/business%20and%20ip%20centre/documents/270-001%20british%20library%20enterprising%20libraries%20infographic-with%20trims.pdf

- Enterprising Libraries Fund – Outcomes (Arts Council England, 2015)

  https://www.artscouncil.org.uk/funding/enterprising-libraries#section-3

Poverty, social mobility and social isolation

- Libraries Change Lives Awards homepage (CILIP, 2018)

  https://www.cilip.org.uk/page/LibrariesChangeLiv

- HM Government Loneliness Strategy (HM Government, 2018)

  https://www.gov.uk/government/news/pm-launches-governments-first-loneliness-strategy

- Librarians and Information Professionals: building a prosperous Wales for all (CILIP Wales, 2018)

  https://cdn.ymaws.com/www.cilip.org.uk/resource/group/50ccbe44-001f-48b6-99d7-dcae42f37099/Advocacy/prosperity_for_all.pdf
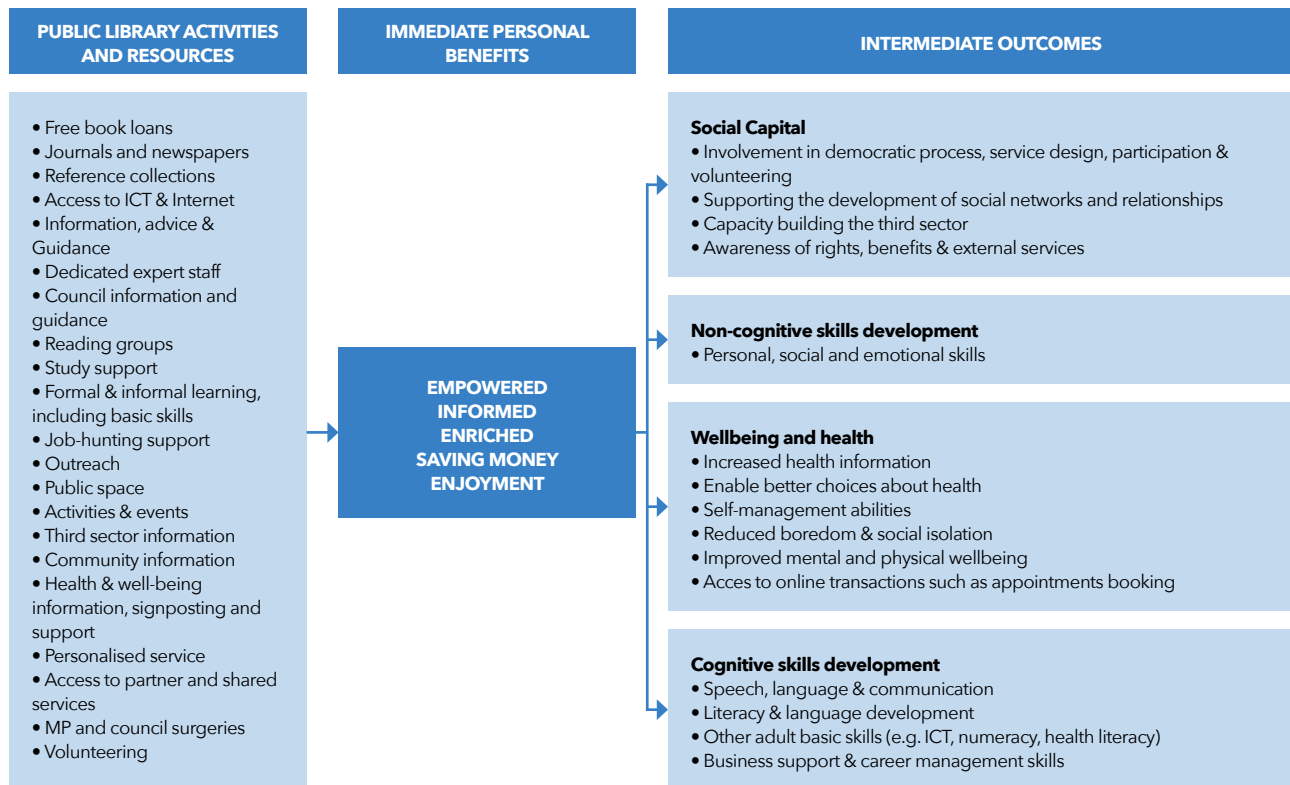
- Unlocking Talent, Fulfilling Potential (Department for Education, 2017)

  https://www.gov.uk/government/publications/improving-social-mobility-through-education

APPENDIX B
IMPACT MODEL FOR PUBLIC LIBRARIES

A generalised impact model for public libraries has been developed by the Department for Culture, Media and Sport (DCMS) as part of their Modernisation Review for Public Libraries (DCMS, 2010)[40].

PUBLIC LIBRARY ACTIVITIES AND RESOURCES	IMMEDIATE PERSONAL BENEFITS	INTERMEDIATE OUTCOMES
• Free book loans • Journals and newspapers • Reference collections • Access to ICT & Internet • Information, advice & Guidance • Dedicated expert staff • Council information and guidance • Reading groups • Study support • Formal & informal learning, including basic skills • Job-hunting support • Outreach • Public space • Activities & events • Third sector information • Community information • Health & well-being information, signposting and support • Personalised service • Access to partner and shared services • MP and council surgeries • Volunteering	EMPOWERED INFORMED ENRICHED SAVING MONEY ENJOYMENT	**Social Capital** • Involvement in democratic process, service design, participation & volunteering • Supporting the development of social networks and relationships • Capacity building the third sector • Awareness of rights, benefits & external services **Non-cognitive skills development** • Personal, social and emotional skills **Wellbeing and health** • Increased health information • Enable better choices about health • Self-management abilities • Reduced boredom & social isolation • Improved mental and physical wellbeing • Acces to online transactions such as appointments booking **Cognitive skills development** • Speech, language & communication • Literacy & language development • Other adult basic skills (e.g. ICT, numeracy, health literacy) • Business support & career management skills

The longer-term outcomes which map to the DCMS Public Libraries Impact Model are:

Intermediate outcome	Long-term outcomes
Social capital	• Stronger communities • Increasing 'pro social' behaviour and reducing anti-social behaviour • Enhanced local democracy & legitimacy • Reduced prejudice and hate crimes • Reduced crime & fear of crime
Non-cognitive skills development	• Improved employability • Improved ability to maintain stable relationships
Wellbeing and health	• Increased life expectancy • Better quality of life • Better health & well-being • Increased self-management and independence • Reduced costs of health & social care
Cognitive skills development	• Social mobility • Higher earnings • Improved employability • Better physical & mental health • Reduced offending

[40] https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/228855/7821.pdf