

## **Report Annual Nag conference – 14<sup>th</sup> /15<sup>th</sup> September , Glasgow**

**Caroline Tomlin**

Presentations fell into two main groups: service development and stock based. I have grouped presentations under these subject headings.

This was a really enjoyable and informative conference. I came away from the two days with lots new information and ideas. I would like to thank SWRLS for giving me the opportunity to go, attending the conference has helped me in my new role.

### **Welcome Address: Rebuilding the Mackintosh Library collections: generous gifts, tricky insurance negotiations and lots of social media- Alison Stevenson, Glasgow School of Art.**

A fitting welcome address for Glasgow . Alison talked about the Macintosh building, the fire and what they have been able to salvage. The account of the forensic salvage operation was fascinating and incredibly some items survived (81 but only 12 were worth conserving).Alison also spoke of the generosity of other libraries in donating books to them. They issued a list of items they had lost, appealed to library community and have been gifted a large number of replacement items. She also spoke about how they had to refuse kind offers of items they didn't need.

The interim library is operating out of temporary premises but they have continued to innovate and are making use of digital copies of items previously held in the library. This approach has significantly expanded students use of digital items. They have digitised many of these themselves and have made these available on their internet archive under Creative Commons so something positive has come from the disaster.

### **Service delivery presentations:**

**Paper 3. # whatyourstory: Leeds library promotion. Alison Millar.** Leeds Libraries upbeat presentation about a successful advocacy campaign. The aim was to change people's perceptions , raise awareness, reach new audiences and increase use, as well as raise the library service profile within the local authority .

10K budget for a high profile campaign. They chose four people to tell their stories about They chose a diverse range of customers. The four told their stories, the message was personal which gave human interest and got the media interested. Large posters were put on billboards all over Leeds, Social media was key . The campaign created a lot of newspaper coverage and raised the profile and image of the library service. Though interestingly not use. Impact was qualitative not quantitative.

### **Workshop1; The Lancashire Reading Journey- Developing and implementing an in-house summer reading initiative across a public library service. Jill Connolly, Lancashire Libraries.**

Presentation about Lancashire's decision not to use the Book Trust's Summer Reading Challenge theme or materials. Lancashire felt that the SRC had become predictable and themes are not inspiring to children. They decided to develop their own alternative. Presentation covered how they devised a new scheme and showing us their materials.

I personally like the SRC as everyone does the same thing, we get national buy in advertising and professional materials we couldn't afford to produce in our LA authorities. I agree it has become a bit dull in choice of themes over the last year but the Dahl this year was great ( Jill admitted they'd have liked to do this one but had problems with copyright ) I disagree with this approach . I thought their materials were amateurish and a bit dull (sorry Lancashire)and I think others felt the same but liked Jill's enthusiasm and didn't want to criticise so discussion was a bit polite . Interesting to hear a different perspective though.

**Paper 8. Library Service delivery : independence and Opportunity". Paul Howarth, Suffolk Libraries.**

I had heard a presentation from this authority when they were moving to trust status so was interested to hear how they had got on operating under this model .Paul went through how they are set up, their board structure etc .Also explained what an IPS is. Reasons for moving to this way of working –savings! He spoke about the lengthy process to set up the IPS, their experience of existing as independent entity from the CC . They see this as an opportunity as you are freed up from council red tape but there's no cushion or support from being part of a bigger organisation. They are tenants of the buildings and stock remains a council asset. Positives are they can apply for funding not available to LA's, and have found funding for refurbishments and a new library. They are able to respond quickly to opportunities and are less risk adverse in terms of stock e.g.' one of first to offer Freegle. There is more sense of ownership from staff. Marketing is better as they can design their own website! He spoke of their achievements 30% savings in first four years. Overall it has been a positive experience. Customer experience 90% saying services are as good as ,or better than the council run model.

**Paper 9. Library service delivery-a joint library service with three stakeholders. Greg Bennett, The Forum, Southend on Sea.**

Greg spoke about the 3 year old joint university /FE/public library building. This was funded by regeneration money and the University of Essex. The university wanted to expand and Southend Council wanted to regenerate the town ;an excellent opportunity for partnership working. This was a 10 yr project and the library was built later than the start up buildings, the costs were shared ( not equally ) between the HE/FE and LA .

Great opportunity which has been very successful but it was difficult initially to marry different systems-catalogue, stock , staff etc. However the benefits have far outweighed the problems. PL customers have access to university and FE items. HE/FE can access PI stock and pick up items at local branches. Students do have one floor for silent study not accessed by the general public. Some e-resources because of licences cannot be used by PL customers. Together they can offer long opening hours.

Overall very successful and cost effective. Project has significantly regenerated the centre of town . The university has so far brought in 2m in additional revenue to the area,

**Paper10.Library Service delivery. Carillion Services "Different delivery methods of public library services and sharing best practices"**

Carillion runs library services for 4 London Boroughs.- Croydon, Hounslow and Harrow and Ealing (last two as a joint contract) It is a not for profit section of a larger organisation. Fiona

has been in post for three years and her experience has been mainly positive. Services are different from the LA as they are much more performance driven. They work to a monitored contract and they have to deliver with penalties built in if they don't reach targets. One example, if a library is unexpectedly closed over an hour they have to pay a charge. They are able to operate at a lower cost than LA's as there are economies of scale being part of a larger organisation. Stock is negotiated by the company who drove a hard bargain. They also have to be creative in raising income- small office rental spaces and they have co-located libraries. Marketing is not tied to LA branding and style and they are free to make their own partnerships e.g with Lego.

### **Stock and resource management presentations:**

#### **Paper1 . Satisfying the unpredictable-your books/ more books resourcing for dissertations. Dorothy Atherton& Helen Adey. Nottingham Trent University.**

Session about an innovative pilot project in an academic library which aimed to satisfy the heavy demand for books for student dissertations. 'Your books my books' used evidence bases acquisition EBA. The aim was to get students their books asap. Additional funding was given.

Service was publicised with a promise of getting books in 3 days. Used a mix of ILL and buying items. (used BL express so service was expensive)

Purchased more e-books as this meant they could get items to students in 2hrs. Also used Amazon prime as this costs less than BL interloan. Plus they used usual suppliers.

The project worked well but they had a book mountain at the end of the year with the extra copies of items bought. Students were a bit careless and ordered items they didn't really need.

Final decision on buying/ILL sat with staff (diff from PDA where students decide the purchase).

Worked well-helped with NSS question 16 –how satisfied students are.

#### **Paper 2. 2Empowering users about their rights to use creative works” Aude Charillon, Newcastle Libraries.**

Project in PL to show businesses and public which creative works they can and can't use for free. Aude ran monthly workshops about creative commons licences. Got a completely different audience into PL's. She ran digital workshops where participants made films/videos sites etc with creative works.

Aude has trained 5 library staff on copyright and CC so that frontline staff can advise customers.

Newcastle libraries are promoting their collections in a different way now. Making information and images free to use under CC Licence.

#### **Paper 4: Access to Research: a review of market research into the use of scientific journals in public libraries. Jonathon Griffith, Publishers Association.**

Review of the project to allow use of academic research free in PL's. The Service is paid for by publishers and offers a huge range. Has to be used in the library. (you can search for articles at home but can't access) Pilot ended in 2015 and has continued. Use is still low so evaluation looked at value not numbers. Use was varied. Promotion has been very patchy.

and the majority of users found the service by themselves, they weren't directed by librarian. Only a quarter of library services have received training. There is strong support for this from DCMS and other GOV depts.

Service will continue and the PA would like to see it extended with more PL buy in.

#### **Paper 5. E-content and availability. Emma House, Publishers Association.**

Overview of the e-resource market from the publishers Association. They are the trade assoc but are working to increase availability of e-content for libraries and suppliers. Availability is still low, in 2015 still only 15% , now 35% Landscape is varied , academic journals 95% are available as it suits this format. Textbooks are surprisingly slow to take off , still a small market.

Changes are happening. Publishers are making more flexible business models available such as pay per view , content can be bought for a set period, or can be rented for 12 months then an option to buy if well used . Publishers platforms are changing but are expensive to develop so they need to recoup their development costs.

#### **Paper 6: Student panel.**

This was really interesting . The majority of the day had been dedicated to e-resources and how to supply these to students. Actual students then said they liked traditional paper and in the main used Google and Google scholar not the very expensive e-packages from the library! They did then qualify this saying if they couldn't get what they wanted from Google they then used the very expensive library portals, packages and search engines. They did also say how appreciative they are of Librarians and their expertise.

#### **Paper 7. Managing open access APC funds and publisher deals: a case study of three Scottish universities.**

Partnership arrangement by 3 Scottish universities to cut costs and make content more widely available for their students.

They used Open Access which makes research available without a subscription .Two 'routes' Green- published as usual in journals but after an embargo period is made available free via an institutional repository. Gold –publishes and also makes article available on an open access basis. Users do have to pay an article processing fee. Libraries had to pay this.

Funding was made available to pay by the library service for Gold open access with additional funding from charities based at the University e.g. Cancer Research UK. Arrangements were set up with publishers, COAF funding to help research. Some open access articles can work out more expensive than getting them by traditional methods . Staff also have to do a lot of Admin. However the bonus of open access is that there's no contract so you don't pay for items which aren't well used. (Lots of prepaid schemes change or increase in cost over the lifetime of the contract)

Really interesting presentation and it was good to hear what other sectors problems/issues are. However in PL's we are way off offering anything like this.

#### **Paper 11. Journal acquisition at the University of East London : meeting rising costs and rising expectations.**

Another interesting session from the HE sector about rising journal costs and how to satisfy student needs. (All participants from this sector stressed how important it was for the

university to keep student happy for the purposes of their rating)

University of East London is ambitious and wants to expand its research function. The library needs to keep pace. Journal prices are rising, in some cases there have been large price hikes where small journals have been bought up by larger suppliers. The library had to cut journal subs by 20% The university has less students and so less money, yet expectations of library provision have risen.

They were looking for an innovative solution and decided to look at PDA for journals. They had already trialled PDA with a book pilot where students paid per view. This would offer an on demand access to articles from major publishers, available 24/7 and the article available to other customers for 24 hrs. However this was expensive and the library doesn't end up owning anything. Added to this not many publishers offer such a service. There are a couple of aggregators Read Cube and DeepDyve but these have limited content.

Decision was made that these weren't suitable so the library looked for other solutions – they used journal top up models where for a small extra payment on top of current subscriptions you get extra titles. This provided a more comprehensive service for their student. They are continuing to look for innovative ways to approach this problem.

Overall this was a really interesting and informative two days with a good mix of presentations. The trade stalls also provided a wealth of information with the latest products and all the major suppliers were represented. It was good to talk to other librarians from different sectors and services.

Caroline Tomlin