

DEADSEED: SPREADING THE WORD: KILLDARE COUNTY COGNATE LIBRARY SERVICES DEVELOPMENT PLAN 2015-2019

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IDEAS REALISED:
SPREADING THE WORD...

KILDARE COUNTY COUNCIL
LIBRARY SERVICES
DEVELOPMENT PLAN 2015 - 2019



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DEVELOPMENT PLAN 2015 - 2019

Kildare County Council. 2015

Authors: Marian Higgins, Acting County Librarian, Eimear McGinn, Senior Executive Librarian and Caroline Farrell, Executive Librarian
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Foreword



Fiona O'Loughlin
Mayor of Kildare

IDEAS REALISED: Spreading the Word . . . provides the map and compass to deliver a sustainable and responsive modern library service over the five years from 2015 - 2019. The Plan charts the future direction, strategies and actions whilst building on existing strengths and synergies to transport the library positively forward.

Prepared and adopted by Kildare County Council in accordance with legislative requirements, our strategies are contextualised by national and local policies and concerns. Following a wide consultation process with staff and stakeholders, analysis of performance and research, the plan has progressed under the corporate guidance of the Strategic Policy Committee.

Our vision is to embed the library within the county as an unsurpassable community space; an environment that acts as the gateway to creativity, inspiration and support responding to the needs of its communities.

This plan takes cognisance of the changing technological, economic and social profile of Kildare. Developments in technology bring exciting opportunities for expansion of service delivery whilst at the same time bringing forth new challenges. The library service embraces these challenges, harnessing the potential to break down the barriers within the Digital Divide.

Our framework provides a holistic approach towards the delivery of a 21st century modern library service which builds on a strong tradition of partnerships, initiatives, developments and ideas. The eight strategies provide this blueprint for going forward to indeed become **Ideas Realised . . .**



Peter Carey
Kildare County Council
Chief Executive





1: Introduction: Ideas Realised . . . and moving ahead with our vision

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New ideas pass through three periods:

- 1) It can't be done;*
- 2) It probably can be done, but it's not worth doing;*
- 3) I knew it was a good idea all along!*

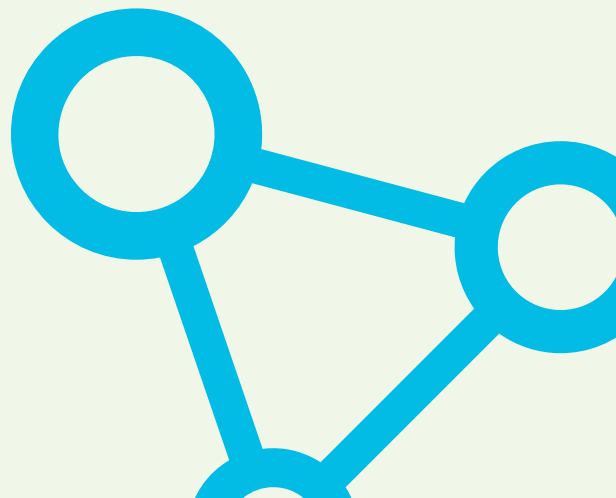


[Arthur C. Clarke]

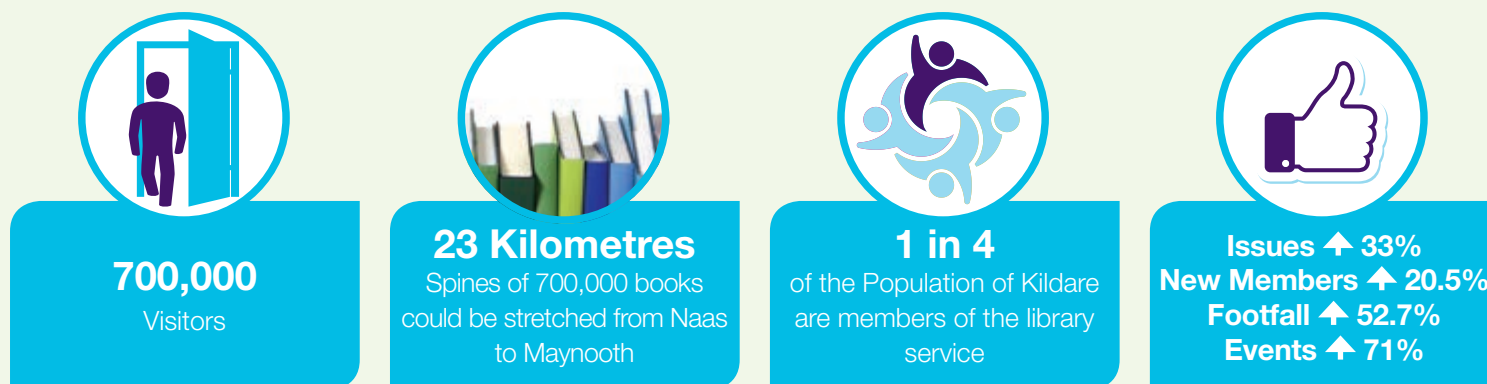
At the heart of the philosophy of IDEAS MATTER was the concept that for our community to flourish it needs ideas and inspiration. IDEAS REALISED continues to hold this philosophy. Through 8 strategies, the plan paves the way towards enabling the realisation of new thinking, innovation and continued improvements to core services.

A modern library service is about so much more than books and this is very much the case in Kildare, it is a unique community space enabling universal discovery. A space which depending on your needs changes to accommodate those needs, a space of education and discovery through our collections, e-courses and lectures, a space for inspiration through our author visits, creative writing groups and programming, a space for creativity and imagination through workshops and festivals, and finally a meeting space to nourish connections within our community.

Kildare is a dynamic community that is seeing tremendous growth in population. Since the publication of IDEAS MATTER in 2007 the population has increased by 13% to over 210,000 persons. Approximately two thirds of the population reside in the larger towns of Leixlip, Naas, Newbridge, Kildare, Celbridge, Maynooth and Athy. A large full time library is contained within each of these towns and these libraries act as a network to support 8 part time libraries and a mobile library service.



During this period our libraries have continued to flourish, this continued growth being complemented by a tailored programme of events all offered free.



This Library Development Plan is informed by a number of documents, which influence its content - including Putting People First 2013, Local Government Act 2001, Opportunities for All - A Strategy for Public Libraries 2013-2017, Kildare County Development Plan 2011-2017, IDEAS MATTER and Kildare Local Authorities Corporate Plan 2009-2014. These documents provide for the direction and strategic focus of the Local Authority's development and contextualises the operating environment of the library service.

Through our strategies, this plan aims to deliver a 21st century library service that will act as an adaptable dynamic space within our communities. By connecting, consulting and working collaboratively with all stakeholders, we commit to our mission statement to...

'provide, promote and enable learning, recreation, culture, heritage and well-being for all stages of life within our community.'



2: Behind the scenes:

Putting our work in context

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2.1 Inspiration at work...

We are driven in our commitment to respond and improve on our service delivery, and to enable and support the needs of our community at all stages of life, from cradle to grave. Through ongoing community feedback, connection, sharing of ideas, research and regular survey results, our work is primarily inspired by our library users, stakeholders, partners and our own highly skilled and dynamic staff. We are influenced by good practice models and ideas that grow organically to become sustainable programmes and services.





An appointment gives support for one hour. Shelf Help gives support for six days a week.

[Shelf Help borrower]

Shelf Help

Recommended Reading for Personal Wellbeing

The **Shelf Help** programme has been influenced by work previously done in Irish Libraries through the concept of 'Bibliotherapy'. In March 2007, Dublin City Libraries and partners piloted the first book prescription scheme in Ireland, and in 2009, the Library Council of Ireland and partners introduced the 'Power of Words' project. Inspired by these initiatives, Kildare Library Services have partnered with professionals working in Kildare through the HSE, South West Regional Drugs Task Force and Mental Health Ireland. Implementation involves the development of a capsule collection of book titles, recommended by the professionals working in the relevant areas. This collection is now placed in seven full-time libraries in the county, and continues to grow. We also deliver free information sessions, facilitated by professional speakers and covering the topics and issues that have been targeted through the **Shelf Help** collections. An informative brochure has been produced and is distributed to health care workers, general practitioners, occupational therapists and clinicians throughout the county, who in turn can recommend titles from the collection to their clients.

<http://www.kildare.ie/Library/SpecialProjects/>

2.2 Policy at work...

Our work is informed and inspired by Kildare County Council's economic, social and cultural policies, for example, in how we are continuing to respond to the objectives as identified in the Kildare Local Authority Corporate Plan:

Objective 1:	<p>To provide countywide access to library facilities and opportunities for all to engage with the arts.</p> <p>We respond by promoting, facilitating and supporting access for citizens to information, education and cultural opportunities within the library and arts service. We maximise library management information systems to enhance real time and virtual services for our library users</p>
Objective 2:	<p>To continue to enhance and develop library building stock and resource local libraries as focal points of the community.</p> <p>We respond by progressing physical access issues in all of our venues. We continue to strengthen our reader development programmes, collection development, all virtual services and management of resources across the library network</p>
Objective 3:	<p>To continue to support citizens' needs through best practice models and an integrated approach for delivery of services, and to continue to support access for all to council services.</p> <p>We respond by monitoring our service delivery and usage in line with our resources. We promote, facilitate and support access to information, education, enterprise, social, recreational and cultural opportunities within the library and arts service</p>
Objective 4:	<p>To promote and enhance the cultural and artistic life of Kildare.</p> <p>We respond by continuing to engage in a collaborative approach to deliver appropriate programming. This is done through the alignment of PR, marketing, acquisition, programmes and ICT resources and budgets to support all relevant arts and cultural programming, including genealogy, archives and local studies</p>





3: A time and space for everyone:

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Explaining our philosophy



Cultural Inclusion challenges us to make library spaces, collections, programmes and opportunities accessible. Our buildings and vehicles must be physically and 'intuitively' accessible and welcoming. Our collections and programmes must likewise include a wide variety of formats reflecting the identities, interests and needs of the citizens we serve.



[IDEAS MATTER. 2007-2011]

This is achieved through the careful planning, monitoring and realisation of our service delivery philosophy of **A Time and a Space for Everyone**. Our libraries have become communication hubs in their county regions, where seven of our main branches have allocated strategic **Scheduled Time** to facilitate a more targeted support. Outside of scheduled and **Open-Door Time**, the library provides access to **All The Time** services through our extensive online resources.





- Enables ease of entry to our library buildings, and once inside, provides ease of movement and circulation within.
- Enables ease of access to our vast collections and to our traditional books and audio-visual resources.
- Enables ease of access to our Information Technology in all its formats through the roll out of WiFi. We also provide access to our online resources through equipment (Public Access PCs) and training (Computer Classes).

Focus on: Kildare Town Library

Opened in April 2010, this purpose-built library is situated in an accessible and very central location of Kildare Town. Within walking distance of schools, the business community, main residential areas, and the Kildare Education Centre, the library has become a hub of activity for the local community. With increased opening hours, and a dedicated team of trained staff, matching the needs of the community is at the core of the work being undertaken. This is achieved by providing a modern, purpose-built facility, complete with study and meeting spaces for reading, writing, learning, creative activities and schools support. Collaborative partnerships are welcomed and dedicated spaces are made available to promote learning and leisure. Encouraging young people to access information, recognise their potential and to avail of the literacy, numeracy and programming opportunities available to them, the library provides the tools and the strategies to improve their leisure and learning activities.





- We inspire our community at all stages of life through our vast programming schedules.
- We mentor our community through the facilitation of events, workshops, information sessions, presentations, educational projects, all hosted in our accessible spaces.
- We enable through our outreach programmes to preschools, playgroups, schools and nursing homes. When communities cannot come to us, wherever possible, the library can go to them.



Intergenerational Choir Project

The Intergenerational Choir Project is a concept, inspired and designed as part of the Bealtaine Festival, and brings participants of all ages together to explore their love of music, and to enable collaborative sharing of memories, stories, song and life experiences. In 2012, workshops and concerts were held in Athy and Leixlip libraries with rehearsal space enabled through our **Scheduled Time**. A live recording of the final performance was captured on CD and a copy given to everyone involved. The project proved to be so popular that it was extended in 2013 to a further four choirs; two from the younger groups and two from the older participants, all rehearsing in Naas and Maynooth libraries. Attended by family and friends, performances took place in local schools and library branches, and to further celebrate the work of all participants, a collective gathering of all four choirs was held at Maynooth University during the Bealtaine Festival. Throughout the project, filming took place and a DVD of the process was produced, with each participant gifted a copy. Going forward, the project has now moved to Celbridge Library, and has become a richly sustainable programme that bridges the generation gap between older and younger members of our community.

Being with the children was an education. Their confidence and enthusiasm was inspiring and learning the words of their songs made me understand how they relate to this music, that up until now, I thought was just 'noise'. It made me remember how passionately I identified with some of the popular music of my youth and wished my parents could understand how I felt! Every generation has a message and we all enjoyed being part of theirs."

[Marianne Hogan. Senior Member of Kildare Library Services Intergenerational Choir Project]





We respond to the needs of our community **All The Time** through the flexible, virtual world of eServices, providing instant and continuous support and access to our Online Resources:

- eMagazines
- eCourses and languages
- eBooks
- eReference
- eHistory
- Genealogy and Heritage
- Library Website and online use of Library Catalogue

Focus On: Kildare Library Services eLearning - FREE Online Courses

Through *Universal Class*, Kildare Library Services provide free access **All the Time** to over 500 online non-accredited, continuing Education Courses. Through accessing this service, our library members are entitled to:

- Enrol for up to 5 courses
- Take six months to finish each course
- Have access to courses 24/7 via the Internet
- Attend class and do assignments on their own schedule

Access and mentoring for each course are provided for personal enrichment. While they are not intended to be a substitute for any state, government, licensing, or educational requirements, they are an excellent resource for up-skilling, personal development and life-long education.

<http://kildarecountycouncil.universalclass.com>





SCHEDULED TIME



OPEN-DOOR TIME



ALL THE TIME

www.kildare.ie/lib



Please be careful with me





4: Where are we?

Library Branch Profiles

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ATHY COMMUNITY LIBRARY

Athy Library is set in the heart of the town providing the community with information, educational and recreational resources. Services range from books, dvds, games, computers, workshops, clubs, author visits, classes and much more. Membership is also free so why not join today and discover a new love for your library.

Tel: 059 863 1144

Email: athylib@kildarecoco.ie



BALLITORE COMMUNITY LIBRARY and QUAKER MUSEUM

The Ballitore Library and Quaker museum offers a community centred library service, tailoring to the Ballitore community specifically, but also to the wider rural area of south-east Kildare. The Museum offers a unique centre of preservation and education on the local community's long history with the Quaker religion as well as providing a national and international point of reference for all religious and academic researchers and the general population.

Tel: 059 862 3344

Email: ballitorelib@kildarecoco.ie





“ **CASTLEDERMOT COMMUNITY LIBRARY**

Castledermot Community Library is a welcoming space at the heart of the community, featuring books, DVDs, and audio-books for all ages, not to mention a huge array of ebooks available from our website, internet access and more. All this is now available free of charge, so call in and meet your friendly librarian any time during opening hours.

Tel: 059 914 4483

Email: castledermotlib@kildarecoco.ie



“ **CELBRIDGE COMMUNITY LIBRARY**

Celbridge Library provides a modern and warm learning space, suited to the educational and recreational needs of a 21st century community. The ideal place to come to learn, to meet, to be creative, to read, to engage with the world wide web of information as well as local active citizenship.

Tel: 01 627 2207

Email: celbridgelib@kildarecoco.ie





“ CLANE COMMUNITY LIBRARY

Clane Community Library provides a range of reading services for all tastes and ages in a friendly and welcoming atmosphere. We provide a focus for childrens reading initiatives and a venue for groups such as local book clubs. We also take part in national initiatives such as Heritage Week and Culture Night in conjunction with local organisations.

Tel: 045 892716

Email: clanelib@kildarecoco.ie



“ CLOCHA RINCE COMMUNITY LIBRARY

Clocha Rince Community Library is a unique library in that it is based in a national school. Our strength is in our ties with the community, we are aware of what is happening locally and have research services, programmes and books to meet that demand. Clocha Rince library is a warm, welcoming and friendly space.

Tel: 046 955 3428





“ KILCOCK COMMUNITY LIBRARY

Opened in 2011, Kilcock Library is situated on the corner of School Street and Butler's Lane. A modern, bright and colourful interior, this part-time branch is very well stocked with lending materials. It hosts many events as well as a weekly toddler storytime and a knitting club. Come and check it out.

Tel: 01-6284403

Email: Kilcocklib@kildarecoco.ie



“ KILCULLEN COMMUNITY LIBRARY

Kilcullen Community Library is a community hub for the people of Kilcullen and its environs. It is very family orientated with a weekly carer and toddler group and the library is a valuable resource for young families living in the area. Mostly, Kilcullen library is an extremely accessible and democratic space where all groups and individuals find themselves welcome.

Tel: 045 482193

Email: kilcullenlib@kildarecoco.ie





“ LOCAL STUDIES, GENEALOGY AND ARCHIVES

The Local Studies Department of Kildare Library and Arts Services forms an integral part of the Library's commitment to research and development. The aim of 'Local Studies, Genealogy and Archives' is to offer greater access, efficiency and results to all kinds of researchers. The service operates as a one-stop-shop in terms of access to material which relates to the history, heritage, genealogy and archives of Kildare. Whatever the cause for research the visitor has the opportunity of verifying their findings or expanding their enquiries because of the range of material available to them. For example, a person interested in the Board of Guardian Minute Books or the Minute Books of the Council might also look at local newspapers available on microfilm, or trade directories and the relevant census returns to complement the information they access in the Minute Books.

Tel: 045 448351 **Email:** localhistory@kildarecoco.ie

Tel: 045 448350 **Email:** kildaregenealogy@iol.ie





“ KILDARE COMMUNITY LIBRARY

The main focus of Kildare Community Library is to match the needs of the community by providing a welcoming space for reading, writing, learning, creative activities, schools support and by evolving as those needs arise. Nurturing the children of the community is also at the heart of what we do. We believe that by encouraging young people to access information and recognise their potential and the opportunities available to them, we are helping to give them the tools and the strategies to improve their lives.

Tel: 045 520235

Email: kildarelib@kildarecoco.ie



“ LEIXLIP COMMUNITY LIBRARY

Leixlip Community Library aims to enrich the mind, body and spirit of the community it serves. It provides a range of services as diverse as its members and the handsome building is deservedly a landmark in Leixlip. All ages and interests are catered for, and the only thing that remains the same is our commitment to excellent service.

Tel: 01 606 0050

Email: leixliplib@kildarecoco.ie





“ MAYNOOTH COMMUNITY LIBRARY

Maynooth Community Library is situated on the main street of the historic town. The library has extensive collections of fiction, non-fiction, dvds, and children's books. Internet access and printing is provided by our public computers. The library runs a wide range of educational and cultural events for both adults and children throughout the year.

Tel: 01 628 5530 **Tel: Office** 01 629 1834

Email: maynoothlib@kildarecoco.ie



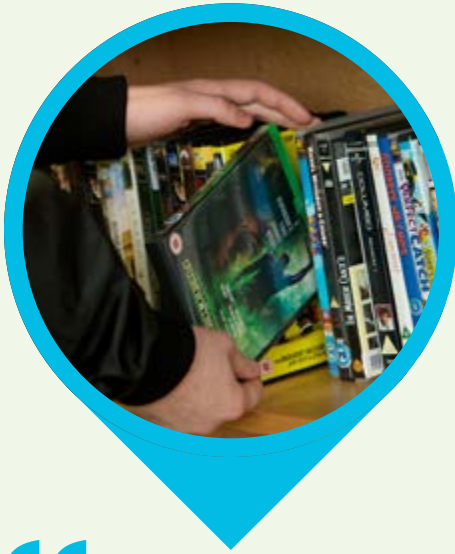
“ MOBILE LIBRARY SERVICE

The Mobile Library provides a valuable and important service to the rural areas and smaller communities of the county. As well as books and dvds we also provide a valuable meeting point for our customers. We regularly review our schedules to provide the service where it is most needed.

Tel: 045 448304

Email: mobilelib@kildarecoco.ie





“ MONASTEREVIN COMMUNITY LIBRARY

For over 4 decades Monasterevin Library has served as a community space, facilitating the educational and the individual development of its members. The library offers an accessible and friendly environment for all age groups to read, gather information, avail of programming events, the internet service and meet with other members of the local community.

Tel: 045 529239

Email: monasterevinlib@kildarecoco.ie



“ NAAS COMMUNITY LIBRARY

Naas Community Library is a place of education, entertainment and a community resource for people of all ages. We are committed to serving the diverse and progressive needs of Naas town and its environs. Through our stock collection of books and audiovisual materials and through our various events such as clubs, computer classes, mother and toddler group, author visits and workshops, we strive to have something for everyone.

Tel: 045 879111

Email: naaslib@kildarecoco.ie





“ NEWBRIDGE COMMUNITY LIBRARY

Newbridge Community Library was originally established as Kildare Central Library and Headquarters in 1936. It was one of the first purpose-built library buildings in the country and in 2001, library administration was moved to Riverbank Arts Centre. The Library building now houses Newbridge Community Library and Local Studies, Genealogy and Archives. Situated on the ground floor, the library is a welcoming open-plan area, containing an adult and children's section as well as a leisure reading and study zone. There are public access computers in the library providing free internet access and a community space/meeting room. A wide range of scheduled on-site and outreach events and programmes help maintain the library at the heart of the community: a safe, inclusive, inviting environment for everyone to enjoy and utilise. Free to join, free to use, free to savour!

Tel: 045 448353

Email: Newbridgelib@kildarecoco.ie





“ RATHANGAN COMMUNITY LIBRARY

Rathangan Community Library provides a bright, spacious welcoming space for all to read, study and enjoy community events. We offer free access, professional assistance with queries/research, on-line services and e-books. Public computers and photocopying facilities are also available. Local and national newspapers are supplied daily. Opportunities abound for all in Rathangan Library with three Book Clubs, a History Group, and a Ladies Club. Exhibition space is available and carers and toddlers are especially welcome.

Tel: 045 528078

Email: rathanganlib@kildarecoco.ie



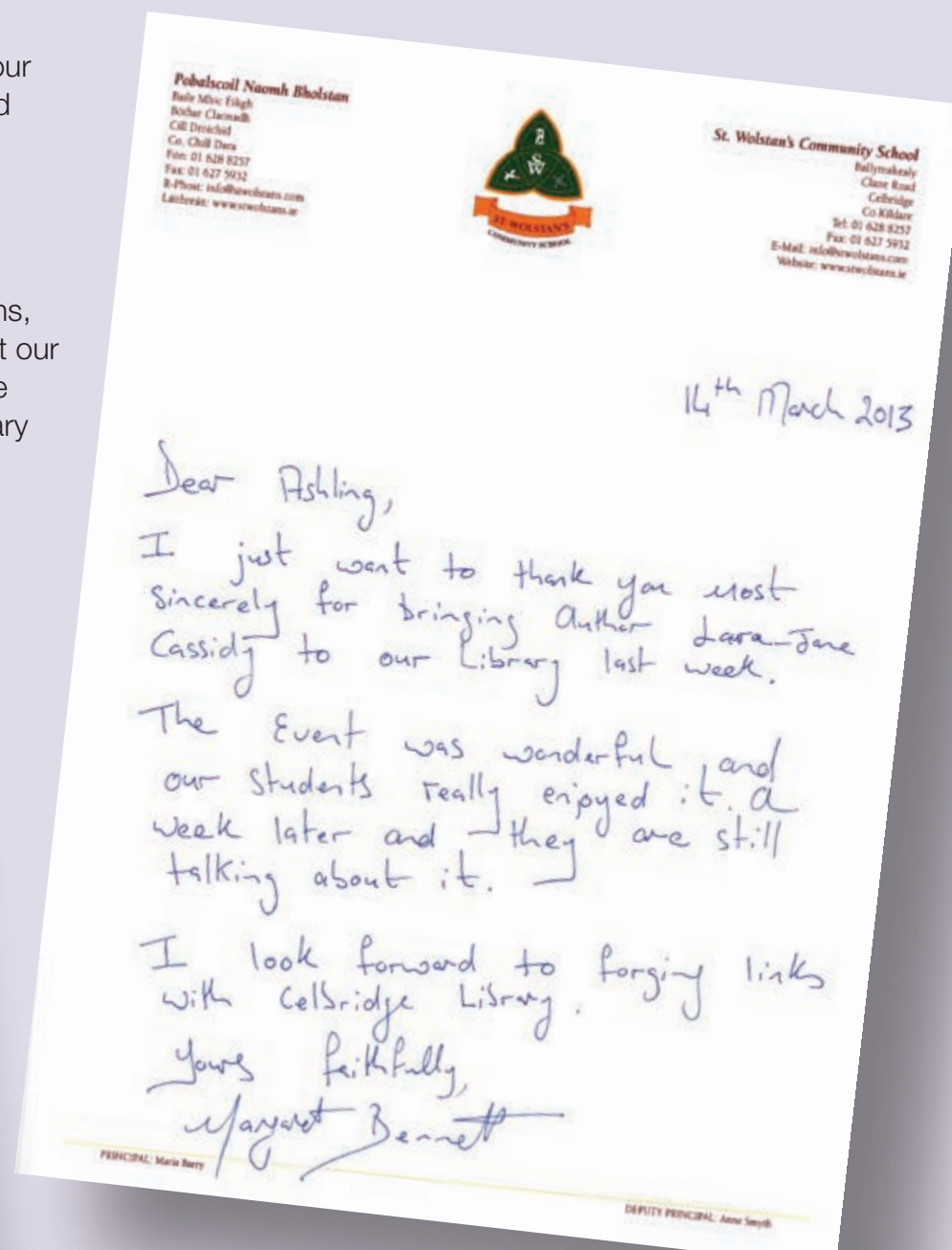
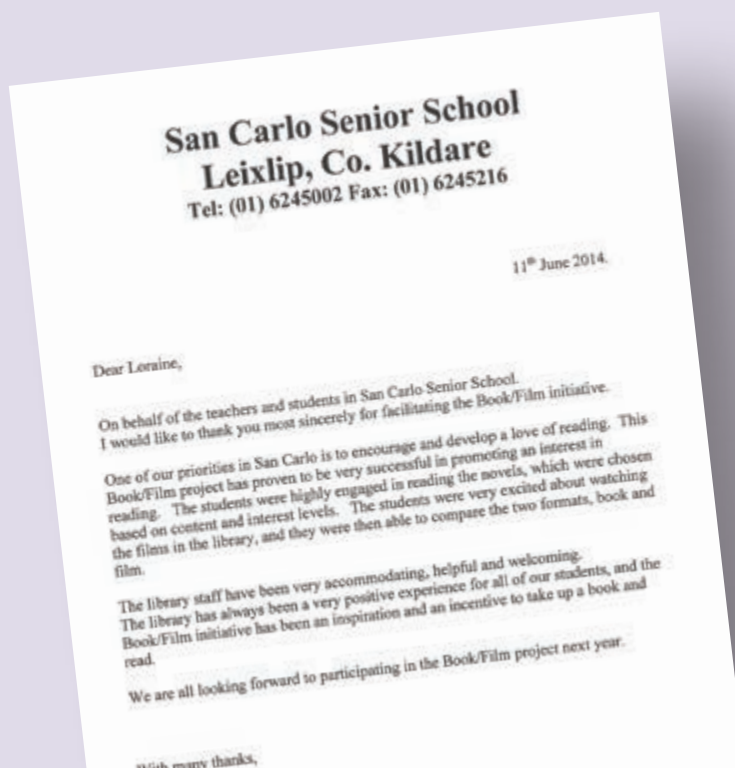
5: How we deliver:

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Incorporating our strategies and aims...

At the heart of this plan are the many services and programmes that our libraries deliver, which play their role in the promotion of well-being and quality of life for all citizens within our community.

The plan charts a path for the development of a modern 21st century library service, and delivers on 8 key areas: Spaces and Access, The Educational and Discovery Zone, The Cultural Campus, The Virtual Library, The Team Approach, Collaborative Ethos, Asking the Questions, and finally, Spreading the Word. Under each strategy, samples of what our library service is doing are outlined. Our strategic steps will provide the framework to build, maintain and expand on new community and library innovations...to become 'Ideas Realised'.





**SOLAS BHRÍDE
CENTRE AND
HERMITAGES**

Solas Bhríde
11 Gars Park, Kildare
Co. Kildare, Ireland
Tel: 0187 454280
Email: info@solasbhríde.ie
www.solasbhríde.ie

Ms. Celine Broughan
Kildare Town Library
Claregate Street,
Kildare

October 2nd, 2013

Dear Celine and Staff,

The contribution of Kildare Town Library to the success of The St. Brigid of Kildare Gathering Festival was immense.

Thank you for providing a venue for participants who wished to be part of the World Record attempt to learn, or in some cases, revise, the skill of weaving a St. Brigid's cross. All who took part thoroughly enjoyed the experience.

One of the highlights of the week was "Brigid's Autumn Fire - Music and Readings" hosted by you. The décor, - the acorns, the oak leaves and the light, - were all so appropriate in setting the atmosphere. A memorable night's entertainment was enjoyed by all. The venue was just perfect. After the performance who can forget the beautiful refreshments not least the cup cakes with the St. Brigid's cross.

Thanking you most sincerely,

Mary Minehan

Mary Minehan, csb
On behalf of The Gathering Festival Steering Committee



May 2012.

Ms. Marion Higgins,

Senior Executive Librarian,

Citizen Services - Kildare Public Libraries,

Riverbank,

Newbridge.

Piper's Hill C.N.S.

Naas Community National School

Piper's Hill, Killashee, Naas, Co. Kildare

tel: 045 988 177 | m: 087 1344 521 | e: principal@naascns.ie | www.naascns.ie

Dear Ms. Higgins,

I write on behalf of our school to convey our deep thanks to the staff and service of Kildare Public Libraries. We have just been advised that our school, which is only open 18 months, has just been given an award of excellence in Maths and Science by Discovery Primary Science. That award, in conjunction with the award of merit achieved during this year's 'Young Scientist' is due not just to the efforts of our children but the support of Kildare Public Libraries and in particular the staff of the Naas Branch and the Riverbank.

The real reward here has been the learning and discovery of the children, but the initiatives put forward by your service have enabled that learning to take place. In particular, the opening of the branches by appointment has truly benefitted our school community. This year alone;

- The children have visited the library during engineering week and been enthused and engaged about sustainable energy, leading us along the road to seek a Green Flag.
- Met with Steve Allman during Science week and participated in wonderful experiments (especially putting the staff sitting on a bed of nails)
- Taken part and helped to create the exhibition 'Archimedes Last Drawing'.

The staff have attended a number of talks and seminars which have contributed to their professional development in a way that neither they nor the school could have afforded in these straightened times. The series of talks which particularly stand out are those by Dorothy Armstrong, Occupational Therapist. This learning by our team has helped develop further our 'inclusive' vision for the school and enhanced teaching and learning of children with special needs.

All of this is in addition to the standard borrowing of books both for use in class library and studying a class novel. I think the new initiatives within your service are amazing and Piper's Hill CNS school community has gained greatly for them. Thank you and we look forward to working with your service again next year.

Yours sincerely,

Marianne Henry
Marianne Henry,

PRINCIPAL.



Step 5.1:

Spaces, Access and Service Provision

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Since 2007, with support from the *National Disability Strategy*, our Capital Programme of new builds, upgrades and renovations has been ongoing. Guided by Kildare County Council's **Access Implementation Plan 2007-2015**, exterior and interior access works on each of our buildings and service points have been carried out in accordance with the following:

- Disability Act 2005
- Building Regulations - Part M
- National Disability Strategy
- National Disability Authority 'Code of Practice'
- National Disability Authority 'Building for Everyone'
- Kildare Library and Arts Access Programme

Focus On: Access to our Buildings

Our targeted approach to making our buildings accessible to all is, wherever possible, to strive for universal access. This is achieved through needs analysis, identification of priorities, consultation, planning and tendering processes with architects and contractors, and on completion of the works, promotion and marketing of measures implemented. Actions carried out to date include the following:

- Integrated ramps and railings, even surface paving, wheelchair accessible paths and non-slip flooring
- Wider entrances and doors, automatic doors, push button door-openers
- External and internal accessible signage. Improved exterior and interior lighting
- Universally accessible toilets, shelving, loop systems, ergonomic and accessible circulation desks, accessible furniture, recommended colour contrast interior design, and large screens and keyboards for public access PCs





Focus on: Accessible Service Provision - Reader Services

Kildare Library Services commit to all facets of accessible service provision for our users engaging with us for social, cultural, and educational purposes. Our Reader Services Section enables this engagement through our three strands of service delivery: **Open-Door Time**, **Scheduled Time** and **All The Time**. We utilise our network of 16 accessible venues, Mobile Library, skilled staff and all available technological tools to deliver a quality, varied and multi-formatted collection of book-stock, multimedia, digital collections and online resources for all age groups. This in turn is supported and promoted by a broad and dynamic programme of events that maximise usage of these collections.

Our Reader Services staff research, consult on, purchase, catalogue and deliver approximately 40,000 items to the citizens of Kildare annually. Collections are developed in response to user demand and no request is too small. The provision of recreational stock is also prioritised and currently we stock approximately 35,000 dvds and 3,000 computer console games for adults, young adults and children.

Collections currently include:

- 550 book club titles: We support both onsite and offsite book clubs for all ages and abilities.
- 250 class set titles
- 5,000 digital book and 172 magazine titles
- Specialist assistive collections such as *Shelf Help*, *TTT*, *Little Acorns* and targeted art and business collections
- Collections in support of literacy development such as *Better Basics*, *Building Bridges*, *Read it - Watch it* and the *One Book, One Community* schools project

Through the provision of educational resources we aim to provide the necessary tools for all our citizens to engage fully with the changing local and global environment. Outreach services and collections are also sustained at **Naas Hospital** and at the **Athy BookStop**. We promote reading and inspire all users through a varied events programme such as the annual *Kildare Readers' Festival* www.kildare.ie/library/readersfestival. More regular posts and updates are made available through our Kildare Readers' pages at www.kildare.ie/Library/ReadersPages



Think Tank

In a comfortable space, **Think Tank**, facilitated by Kildare Town Library, is now in its fifth year. It was first conceived from the notion that interesting conversation can lead to even more interesting conversation, and no topic is static when it is thrown open for discussion. It was also noted that good conversation was hard to come by, being replaced by readily available entertainment and technology. The library provides a FREE space where groups can meet once a month, tap into the varied resources available, to share ideas and discuss mutually interesting topics. For variety, the group will sometimes view a specially selected 'TED TALK' or attend a controversial film or drama and discuss it afterwards, or invite an expert guest to the meeting and open it up to the general public if the topic is likely to create enough interest. The only requirement for joining is a library card and an enquiring mind!



Strategic Steps: Spaces, Access and Service Provision

Physical Spaces:

»	Ensure that an effective, modern and attractive library service and buildings network is provided for all users
»	Progress the development of a new Central Library for the county at Newbridge
»	Enhance all ICT infrastructures to include WiFi, Self-Issue and a new Library Software System
»	Progress accessible building improvements at Castledermot, Clane, Kilcullen, Celbridge, Maynooth, Rathangan and Leixlip Libraries
»	Extend, adapt or relocate facilities at Naas and Athy Libraries
»	Ensure that all new developments include a space for all stages of life
»	Ensure that all new developments include a multipurpose space for community, economic, cultural and educational programming
»	Deliver a Disaster Prevention Policy

Service provision:

»	Implement Free Library Membership in Kildare
»	Support the roll out of universal membership
»	Provide optimum, user-friendly opening hours
»	Endeavour to meet the current per capita stock fund target of €3.77
»	Implement all relevant county and national library policies
»	Continue to explore partnership options for service delivery
»	Continue outreach and provision of services at Naas Hospital and the <i>BookStop</i> in Athy
»	Extend specialist collections of <i>Shelf Help</i> , <i>Toys</i> , <i>Technology and Training</i> and <i>Touch Type Read Spell</i> across the library network
»	Provide business library collections at main libraries
»	Implement Age Friendly Policy

Step 5.2:

The Educational and Discovery Zone:

Learning skills and Enterprise

The role of Kildare Library Services in supporting learning skills and enterprise is built into our collections, programming and services actions. This is done through identifying needs, targeted and well-planned facilitation and engagement in actions that equip our users to achieve the information and knowledge to help them move forward in self-improvement, job-seeking and up-skilling.



Public libraries support the transition from childhood into adulthood; as families, as schoolchildren, as students and as lifelong learners, libraries are equipping people to be active in the world. Moving into jobs and careers, seeking work, undertaking their own endeavours and or becoming entrepreneurs.

[Opportunities for All. A Strategy for Public Libraries 2013-2017]

Focus on Lifelong Learning: 'Communiversities'. A Lifelong Learning Initiative in Kildare Town Library

Kildare Library Services, in partnership with the (former) Library Council, Maynooth University and the County Kildare Leader Partnership, delivered a twenty-week long programme which offered University level courses. Various modules such as Philosophy, Economics, Sociology and Psychology were offered; aimed at breaking down the barriers faced by adults who may have considered third level education, but have not, until now, had the opportunity to take up a course. The lectures were delivered in the neutral community setting of our libraries, providing a welcoming environment for participants to enjoy the experience of education as open learning. As a result of the programme, many participants are now engaged in educational pursuits.





Focus on young people: Programme for Secondary School Students

We engage with and support education through the provision of targeted programming to secondary schools. Each year, a series of workshops are made available, all designed in support of students, teachers and the curriculum. Students also have access to Children's Book Festival events, class visits to the library, film screenings and Arts-in-Libraries workshops. Participants have access to book and online resources, block loan facilities for teachers, including sets of class novels and an extensive range of reading materials. Resources are also available for students learning English as a foreign language, developing readers, newly confident readers, confident readers and reluctant readers. There are three dedicated strands to the programme focussed on Junior, Transition Year and Senior Cycles. Programming covers areas such as personal development, well-being, career development, science, mathematics and pre-exam preparation.

Strategic Steps: Learning skills and Enterprise

- Effectively manage collection development in support of learning skills and enterprise to enable life-long learning and discovery for all stages of life
- Deliver literacy, numeracy, reading development and specialised pre-school collections and programmes, such as *Right to Read*, *Play2Read*, *Revisiting Old Habits*, *Better Basics* programme and *One Book, One Community*
- Invest in quality leisure reading and educational support collections, both traditional and digital
- Continue targeted delivery of *Touch Type Read Spell*, *Toys Technology and Training* collections and programmes in support of children and adults with learning difficulties
- Act as a resource for those seeking employment through the provision of online and in-library employability and skills development resources
- Promote and facilitate Irish language reading and conversation
- Continue to develop the *Kildare Readers' Festival* harnessing both economic and cultural potential
- Work with the Local Community Development Committee and the Local Enterprise Office to deliver on sustainable economic and social programming
- Engage with and support businesses, nurturing an environment for the development of ideas and initiatives
- Develop partnerships with organisations providing business and employment services



Step 5.3:

The Cultural Campus:

Culture, Arts and Heritage within the Community

37

Kildare Library Services continue to work in consultative partnership with the County Arts Service, Heritage Officer and Kildare County Council departments, sharing ideas and resources to create and enable meaningful and engaging programmes. Through co-operative networking, opportunities are created for all members of the community to tap into arts, heritage and culture.

We recognise the intrinsic value of cultural experiences through literature and heritage-based activities, storytelling, story-making, dance, music, film, writing, visual arts, theatre and personal expression.


Connection to our cultural campus not only fulfils the individual's creative needs, it can also play a role in freedom of expression, arts-in-health therapy, life-long learning and sense of community. At every opportunity, through national and local festivals such as *Culture Night*, *Bealtaine*, *World Book Day/Night* and *Heritage Week*, our library services strive to create opportunities to engage in animated, articulate and practical activities that broaden horizons and promote cultural connection within our community.



Focus On: Mentoring - Emerging Writers in Kildare

Kildare Library Services, in partnership with our County Arts Service, currently enable many supportive workshops and events that aim to mentor our emerging writers. The programme aims to inspire ideas, promote discussion, improve writing techniques, provide opportunities, and instil confidence to go forth and publish. By facilitating and hosting writer-based activities and workshops, opportunities to develop skills and ideas are created. Regular themed workshops take place in our libraries, catering for all ages. We regularly host creative writing groups and workshops throughout the county, inviting established authors as guest tutors. We also host workshops that concentrate on the *Business of Publishing* and *Getting Published*.

For younger people, we run *Teen Summer Camps* that incorporate writing and drama, and for primary school children, regularly engage in *Story-Labs* where children write stories and poems that are illustrated by professional animators and artists. Adult literacy initiatives are also built around writing activities. For example, the second strand of *Revisiting Old Habits*, an adult programme, has created an environment whereby participants have moved with ease from readers to writers in a supportive learning library space.



The group have become confident people with less barriers on their personal horizons. They read and discuss books; they are writing their own book; they visit the theatre; they keep notebooks; they debate openly. They look to the future when our next plan is to study computers and to learn digital photography.

[Quote from Ann Egan, facilitator of *Revisiting Old Habits*]





Kildare Readers Festival 2014

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Spotlight on Ideas: Kildare Readers' Festival

Kildare Readers' Festival is a literary festival that has been growing in popularity every year since its inaugural beginnings in 2010, and has evolved with our library ethos of connecting the reader to the author, and indeed, to artists of all mediums. With all events free of charge, the festival has become a must for avid readers in Kildare and beyond. Organised by Kildare Library Services in partnership with the County Arts Service, and with support from the Arts Council, this unique partnership brings with it a diversity in programming and wider appeal. Regularly programmed events such as the *Cecil Day Lewis Awards*, *Stories for the Ear*, and the *KRF Notebook Project* offer book lovers a multi-sensory experience. Fringe festival events, including visual arts projects, music and theatre, enrich the experience.

Strategic Steps: Culture, Arts and Heritage within the Community

- » Shape the role of the library as a community asset supporting social and cultural inclusion
- » Develop a library collections policy
- » Continue acquisition of primary materials relating to the County of Kildare
- » Support the development and extension of genealogical services
- » Continue preservation, microfilming and digitisation programmes
- » Work with readers on wider literary engagement through events such as author visits, storytelling, adult and children's reading festivals, reading groups and book clubs
- » Our Kildare Local Studies, Genealogy and Archives team will build on collections of local studies and family history and promote access locally and internationally
- » Provide a high quality range of cultural, arts, heritage and community programming across the county
- » Respond to individual needs by facilitating groups and community-based activities, providing leadership, engagement and facilitation through partnerships with national and local organisations
- » Engage through a collaborative approach with the Arts Officer, Heritage Officer, council departments and partners to deliver a vibrant cultural programme including the 'Kildare County Council Decade of Commemoration'.



Step 5.4: The Virtual Library: Online Services

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Technological advances bring many opportunities for library services to meet users' needs and improve access to services. In Kildare Library Services, over the last number of years we have built on our suite of eServices to offer 24/7 access to the library catalogue, eLearning, eHistory, eReference and lending material such as eBooks and eMagazines, all freely available to library members.

We deliver a continuous programme of computer training and each year our eServices Roadshows provide training in how to use these services, actions that help to bridge the Digital Divide in our society.

Any sufficiently advanced technology is indistinguishable from magic."

Arthur C. Clarke.

Increases in activity since 2008:

eBook Issues	164%
Public Access Internet Sessions	203%
Website Users	442%
Web Hits	172%





Parish of Clonsilla			Borough of	
No.	DESCRIPTION	ACRES	ROADS	QUALITY OF LAND
101	Colman's Land	10.1	1	Arable
102	John Henry	10.1	1	Arable
103	John Henry	10.1	1	Arable
104	John Henry	10.1	1	Arable
105	John Henry	10.1	1	Arable
106	John Henry	10.1	1	Arable
107	John Henry	10.1	1	Arable
108	John Henry	10.1	1	Arable
109	John Henry	10.1	1	Arable
110	John Henry	10.1	1	Arable



Over **1000** Hits
Per Week to
eHistory Website

Focus on eHistory: Kildare Local Studies, Genealogy and Archives

Kildare Local Studies Department is the focal point for local history research in County Kildare, containing an extensive collection of primary and secondary resources, and a dedicated reading room with modern research facilities. It houses a collection of books, periodicals, maps, photographs and newspapers relating to all aspects of County Kildare. The Local Studies Department forms an integral part of the Kildare Library Services, in partnership with Genealogy and Archives. The Genealogy Department provides a professional genealogical research service to identify, collect and record historical and genealogical information relating to Kildare, and also provides a research service for people whose ancestors originated in County Kildare.

Recent developments in technology allow electronic access to many of these archival and historical resources, which are a focal point for local history research on Kildare for historians and enthusiasts, near and far. Connection to the online research facilities of Ireland's largest family records database, RootsIreland.ie provides access to an index of Irish records and digitised versions of the original source material, enabling access to users wishing to trace their Irish ancestry.

Many important primary resources have been added to the Kildare Library Services website to allow researchers greater access to the collections for example, the County Kildare Online Electronic History Journal.

<http://kildare.ie/Library/KildareCollectionsandResearchServices/Genealogy/>

<http://kildare.ie/Library/KildareCollectionsandResearchServices/LocalStudiesDepartment/>



eBooks and eMagazines

In the age of instant access to different formats of entertainment and leisure, the popularity of eBooks has opened up a new world of accessible literature, factual books and periodicals. An eBook is an electronic version of a book that can be downloaded to your personal computer, smart-phone, or handheld reading device. eBooks offer new ways for readers to interact with content and enable accessibility as many eBook reader devices have the ability to display motion, enlarge or change fonts. Text can be read aloud for the visually impaired, partially sighted, elderly, or those with reading difficulties. Also, eBooks are interactive and allow readers to look up words or find more information about the topic as they read. Therefore, access to eBooks and eMagazines can enable readers to take an active, self-directed role in how they learn and read for leisure.

Our digital library offers downloadable eBooks and eMagazines anytime, from anywhere. All that is required is an internet connection and a compatible reading device. With a choice of over 35 eMagazines and thousands of eBook titles, the sky is the limit on instantly accessible reading material.

<http://digitallibrary.kildare.ie>



Strategic Steps: The Virtual Library

- » Research and utilise technological advancements to enhance library services
- » Continue to lead on and deliver new Library Management System both nationally and in Kildare
- » Complete roll out of WiFi to all branches
- » Deliver tailored IT training programmes in response to user needs
- » Facilitate organisations that support youth IT training, development and education, for example *Coder Dojo*
- » Harness all digital resources to allow optimum delivery for research, tourism and world-wide accessibility and promotion of County Kildare eHistory services
- » Extend self-service and RFID provision
- » Deliver interactive online courses and learner support in virtual learning environments
- » Continue development and extension of online and 24-hour virtual services
- » Deliver user-friendly designed webpages and develop dedicated Readers' Corner and Business Information and Enterprise portals



Step 5.5: The Team Approach: Staff Development

45

Our ethos of learning and professional development for staff working with Kildare Library Services continues to allow us to look at new ways to provide training opportunities that not only improve on service delivery, but also enable staff to engage in actions of self-improvement and career development. The evolving role of our staff in libraries is evident through their growing connection with the wider community, both within the library building and through 'spreading the word' by engaging outside the library walls. By developing an outreach programme, staff will focus on the hard-to-reach and non-traditional library users.

“*Coming together is a beginning, staying together is progress, and working together is success.*”
[Henry Ford]

The culture of Kildare Library Services is to integrate and sustain a community led approach to service delivery. Influenced by this culture, the library service will strive to equip staff with the necessary skills sets required to deliver a modern library service, the role of information technology and digital skills being at the forefront of that skills set development.



Maynooth University Student Drive

A staff initiative, **The Maynooth Community Library Student Membership Drive** regularly takes place at the John Paul II Library, Maynooth University. With support from the university library, our staff at Kildare Library Services are given space in the campus library to provide access to information on the resources and supports that are available to third level students. Students also have the opportunity to chat with staff and to learn about the varied programming opportunities that they can avail of, and this has led to a marked increase in student membership registrations.

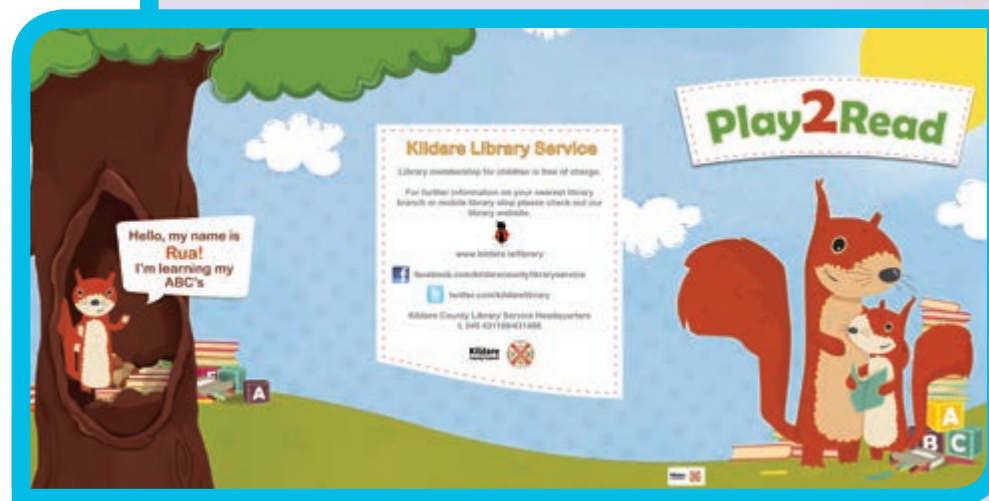


Play2Read Literacy Initiative

Influenced by previous work done through our *Pictureógs* and *Threading Tales* Literacy programmes [IDEAS MATTER 2007-2011], the *Play2Read* project, also informed by research carried out by US libraries, offers Kildare library staff opportunities in training and support of their engagement through reading initiatives with parents and pre-schools.

The training enables staff to work with parents in preparing children for learning to read at school, while also promoting a culture of reading in the home. Research has shown that children, having mastered these skills, and who also have positive reading role models, have significantly higher reading levels than children who don't. Programmes such as this are seen as a vital head start for children in the year before they start school, and to prepare them for formal education.

How it works: Following training on specific storytelling techniques, library staff facilitate fun sessions with parents and their pre-school children, incorporating stories, songs and games. It is important that parents/carers are engaged in the process and commit to attending all sessions as these illustrate the ways to enjoy stories and can be transferred to the home environment. Staff learn to deliver a programme that explores sounds, vocabulary, rhymes and narrative skills, with books chosen to specifically support these areas. The project strives to promote reading as a positive and fun activity that parents and their children can enjoy together.



I think that the Play2Read programme is a very useful and important initiative by the library service. The sessions are fun to participate in for adults and children alike - it hardly feels like learning - and is fun to facilitate!

[Julie O'Donoghue. Branch Librarian. Kilcullen Library]

Focus On: Changing Minds, Changing Practices

Changing Minds, Changing Practices is a training resource that has been developed by Kildare Library Services. Stemming from seminal research work carried out by former County Librarian, Breda Gleeson, it is a learning intervention programme that focuses on the provision and delivery of services by organisations and institutions in Irish society to people with impairment. Designed to educate senior staff in the workforce on disability issues, the resource has been developed and set within the legislative framework of the Equal Status Act of 2000 and the Disability Act of 2005. The manual and resources that have been created are centred on exploring how an organisation might address its thinking, attitudes and practices in order to enhance access to services for people with disability. It can easily transfer to many aspects of business and services as the training programme moves away from traditional learning approaches which focus on compliance training, and instead, the process is actively participative. This provides trainees with an opportunity to employ creativity, imagination and action in the creation of new equality agendas and commitments in the workplace. This training resource has been further developed by the LGMA as an online accessibility training module which is being delivered to all local government staff.

“*In order to deliver equitable access, what we now see as different has to be accepted as normal. This will involve a learning curve for us all...*” [Changing Minds, Changing Practices Awareness training participant]

Changing minds

Strategic Steps: Staff Development

- » Review existing organisation structures to establish stronger, more effective and efficient services in the context of local government reform and shared services
- » Ensure appropriate and sufficient staffing for each new library and existing network
- » Deliver essential training to meet the needs of a modern library service
- » Provide opportunities for library staff to engage in professional development
- » Research and explore relevant education programmes for staff with the view to integrate this 'new knowledge' into the system
- » Progress training and up-skilling of library staff in all IT functions being cognisant of technological advancements, to include social media and digital services
- » Establish an ongoing programme of development for library staff within the PMDS and Competency Framework

Step 5.6: The Collaborative Ethos: Cooperation, sharing and partnerships

Connecting, consulting and working collaboratively within our communities provides for a highly adaptable library service. Understanding the varied social contexts of each of our libraries and the communities they serve enables Kildare Library Services to respond to specific needs through the employment of proactive community-led initiatives. Incorporating consultation, collective thinking, shared knowledge and partnership with target groups, maximizes the contribution to the wider social and economic agenda.

“*In the long history of humankind (and animal kind, too) those who learned to collaborate and improvise most effectively have prevailed.*” [Charles Darwin]



K-Partners

K-Partners

K-Partners, sponsored by Kildare County Council, is an initiative that facilitates and supports projects across the various sections and partnership agencies, encompassing Libraries, Housing, Community and Culture. Former County Librarian, Breda Gleeson, was instrumental in the creation of this initiative, with the overall aim of the group being to maximise collective knowledge, contacts and expertise that will help to fast forward integrated service delivery countywide. It also collectively has generated efficiencies by creating value for money projects and services, sharing staff resources and leveraging funding from other agencies. Library participation in *K-Partners* has brought substantial dividends, leading to the implementation of various library programmes such as literacy initiatives in disadvantaged communities, IT, educational and mental health programmes.

Toys, Technology and Training

TTT is a specialist lending service unique to Kildare Library Services, providing access to a collection of specialised toys and assistive technologies to children and adults with intellectual and physical disabilities. Support in the use of the toys and technology is provided through professional partnerships between library staff and occupational therapists working in the community. A series of lectures and workshops offer further guidance, support and networking opportunities for parents, teachers and healthcare professionals.

The project is currently being extended and a new larger collection will be launched alongside an improved catalogue. Categories of items in the collection now cover Assistive Technology, Assistive Software, Fine Motor Skills, Gross Motor Skills, Sensory and Tactile as well as Play and Life Skills. The collection is housed between Athy, Leixlip and Naas Libraries, and items can be requested or renewed online, delivered to any service point and picked up by the borrower at their nearest branch. The information sessions have also been expanded to include Play Therapy, Anxiety Programme and introductory workshops for parents and teachers on how to use items in the collection. The knowledge and expertise gained by staff in Kildare Library Services is now being shared with other library authorities to deliver similar collections in their communities.

Spotlight
on...
Ideas
Realised



It is great to see such innovation with the “Toys, Technology and Training Programme” and the positive outcomes it creates for young people and adults in the area. From working in the community and voluntary sector with many marginalised families in a different area, I will be highlighting it as an excellent model.

**[Alison Corr, Children and Young People's Programme Manager
with Southside Travellers Action Group]**

Focus On: Literacy and Arts through Theatre - Theatre Lovett

Kildare Library Services supported Riverbank Arts Centre and Theatre Lovett in the development and presentation of an innovative, exciting outreach project based on theatre, performance and literacy. Theatre Lovett is one of the most experienced and committed practitioners in the field of theatre for children and young people in Ireland. With the support of the The Arts Council of Ireland, they took up a year-long theatre residency to create work, develop audiences and promote theatre and reading for young people in new and imaginative ways.

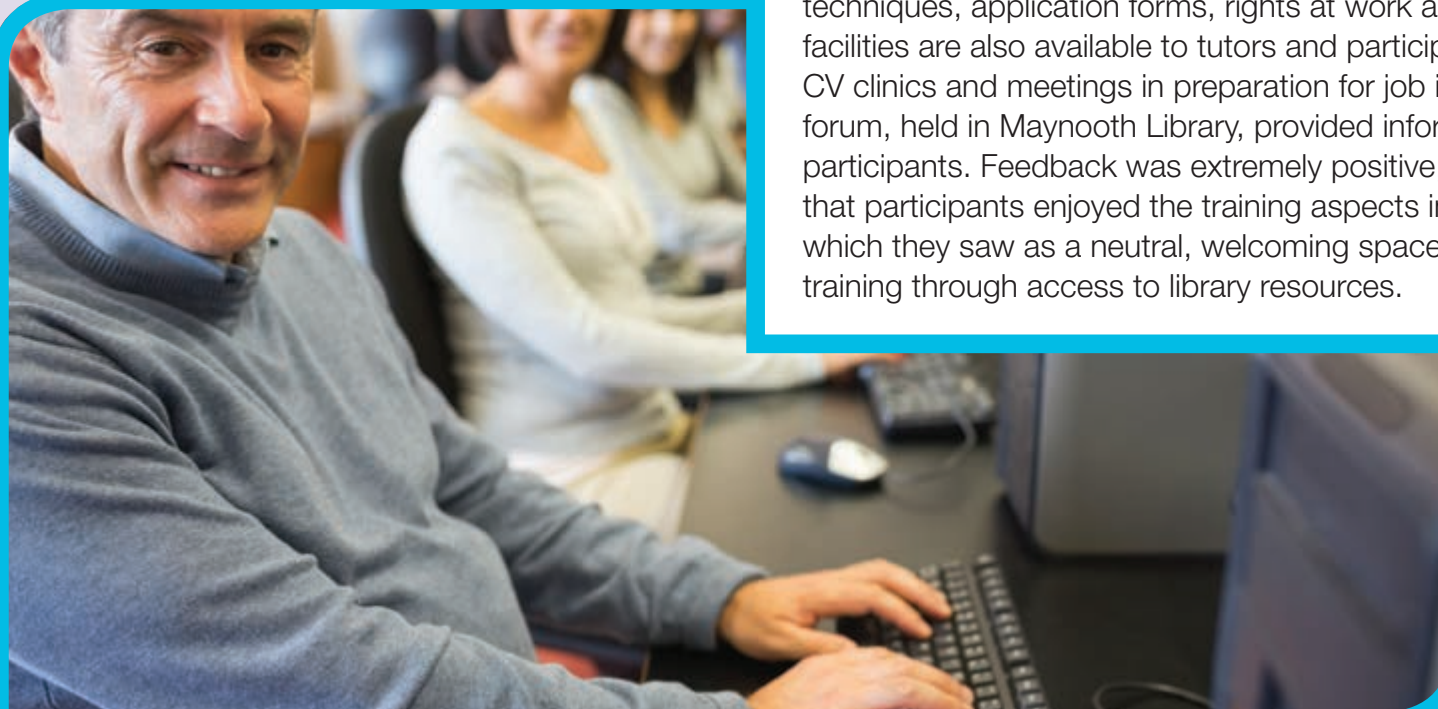
The Mobile Library On Tour...

To reach out to young audiences, Theatre Lovett and Riverbank Arts Centre hopped on board Kildare's Mobile Library to deliver a theatrical storytelling experience and series of workshops. Over a weeklong period, the Mobile Library was transformed into a travelling theatre, offering children a unique way to interact with books. Set design, costumes, stage-lighting and props all worked to re-imagine the library space and create a sense of magic for the visitors. In small groups, children and teachers were invited to step into the transformed set of the Mobile Library and explore the world of storytelling. This was a creative and imaginative approach to literacy, which allowed us to reach out to a large number of schools and community groups in the area.



Focus on: Jobs Clubs in Kildare Library Services

Kildare Library Services have teamed up with North Kildare/South Dublin Local Employment Services to support Jobs Clubs through the provision of space and facilities. Jobseekers benefit greatly from the clubs being centred in a neutral library setting, where they receive training and supports in their actions to prepare for employment opportunities. The clubs offer candidates effective skills in CV preparation, cover letters, personal development, stress management, interview techniques, networking, mock interviews, job search techniques, application forms, rights at work and action planning. Library facilities are also available to tutors and participants for one-to-one sessions, CV clinics and meetings in preparation for job interviews. A recent open-forum, held in Maynooth Library, provided informative feedback from the participants. Feedback was extremely positive, and it was noted particularly that participants enjoyed the training aspects in the library environment, which they saw as a neutral, welcoming space that supported their work and training through access to library resources.



Strategic Steps: Cooperation, sharing and partnerships

»	Act as a channel to allow engagement and interaction of 'Ideas' for community development agencies and groups
»	Continue to act as an information portal for the community to access local authority information and online services
»	Investigate and engage in future opportunities for inter-agency collaborative programming for example, Men's wellbeing initiative, The MOJO Programme
»	Develop collaborative opportunities to deliver on enterprise, economic and employment objectives
»	Build on existing partnership projects and shared-services approaches, for example, <i>K-Partners</i>
»	Strengthen literacy and reader development partnership programmes, including delivery of the <i>Summer Reading Buzz</i> and <i>Kildare Readers' Festival</i>
»	Invest in literacy/numeracy and pre-literacy/numeracy collaborative developments to support children, young people and adults
»	Continue to engage in inter-agency activities to support independent lifelong learning at all stages of life
»	Develop tailored strategic collections by consulting and working alongside relevant agencies, e.g. <i>Shelf Help</i> with the HSE, South West Regional Drugs Task Force and Kildare Mental Health Associations
»	Participate in national library working groups towards actions that realise <i>Opportunities for All</i> strategies





Step 5.7:

Asking the Questions:

Research, monitoring, review, evaluation

55

Our community's ideas become our library's ideas. In order to provide a modern and sustainable library service, we must remain relevant to the community we serve and engage in a consultative approach that listens to the needs of our citizens and responds to those needs. We ask the questions to gain an understanding of the needs of our users and non-users, adults, young adults, and children, and look for solutions to respond to those requirements, creating meaningful and sustained relationships with local communities that harness the potential of joined-up thinking.

A key objective of IDEAS MATTER 2007-2011 was “*to engage in critical analysis of the experiences of Librarians and those who use or do not use Libraries.*” This objective has been maintained to date, and will continue to be prioritised as a key action in all of the work we engage in. Consultation not only informs us, but also allows us opportunities to spread the word on what we do.

We learn from our users and non-users how to improve our service delivery, matching resources to needs to maximum effect. We recognise that our communities are in constant flux, and therefore, needs keep changing too. Through our varied methods of research, consultation, needs analysis, surveys, focus groups, appraisals and service indicators, we can monitor and measure our performance - what is working, and what is not - and identify where improvements can be made in our services to the community and to the individual.



Sample of recent research

- Not Only Adults Drink Tea...an examination of how young people in Kildare engage with library and arts services on behalf of Kildare County Library and Arts Services
- Children and Young People Consultations - Report to County Kildare Library Services
- Service Appraisal: A Case Study of Management Challenges arising from the Restructuring Process in Kildare County Council Library and Arts Services
- Age Friendly Policies and Practice in the Irish Public Library Service: Focus Group Consultation held in Kildare Community Library, Clocha Rince Library, Kilcock Library and Leixlip Library
- Access to our Libraries in North Kildare: Focus Group Consultation held in Leixlip Library - part one of ongoing research that will cover county-wide library access.
- Online Survey: An Assessment of Digital Services

MY DREAM SPACE

MY DREAM LIBRARY AND ARTS SPACE



Not only adults drink tea

... is an examination of how young people in Kildare engage with our library and arts service. It is a focused research document that provides a platform for our young people to express their needs and experiences in a real and meaningful way. Through focus groups, interviews, surveys, quantitative and qualitative gathering of feedback and opinions, the research revealed an overwhelming appetite for arts and library activities amongst young people in Kildare. The findings from this examination of service provision and expectations provide a series of recommendations around engaging with young people. At both a programming and policy level, these findings continue to help us in decision making and planning of our library activities.



Strategic Steps: Research, monitoring, review, evaluation



Deliver a collection development policy



Establish consultation groups in the areas of Age Friendly Services, Youth Services and Accessibility Services during the lifetime of this plan



Engage in consultation process with entrepreneurs, businesses and job-seekers to inform service delivery



Collect and analyse qualitative and quantitative feedback to inform quality design and delivery of targeted library programmes and services for our community



Collect, review and assess comprehensive service indicators to guarantee efficiencies and responsiveness of service



Continue to position evaluation as a key component of the county programme



Research best models of national and international practice



Step 5.8: Spreading the Word: Promotion and Marketing

59

Spreading the word on what we are doing is an essential and ongoing aspect of our work. We constantly engage and develop new ways to market our services and programmes to our community, using innovative methods that promote access to and participation in our library activities. Our staff are highly trained in marketing, presentation, communication and customer service skills, all of which come into play in every marketing strategy that we implement.

Focus On: eServices Roadshow

All The Time is a core element of the new threefold model of service delivery that Kildare Library Services initiated in September 2011, which covers 24 Hour eServices. People are invited to bring their own eReaders, smart phones, tablets and other devices and are given an opportunity to have a one-to-one workshop with a staff member to navigate our eServices

The suite of eServices includes ebooks, emagazines, ehistory and a vast collection of online courses. With access to over 600 courses in Languages, Entrepreneurship, Computers and Technology, Arts and Music, Home and Garden, Cooking, Exercise and Fitness and many more, library members are offered a unique online educational experience. The promotion not only encourages existing members to use our **All The Time** service but also attracts new users.

Kildare County Council Library Service
eServices Roadshow

24 ALL THE TIME
24 Hour eServices Online
www.kildare.ie/library

In March our eServices team will visit our main branch libraries to show library users, or anybody interested, how to use our eServices. People are welcome to bring their own eReaders or other mobile devices.

Roadshow Schedule

Date	Library	Time	Contact
Saturday 2nd March	Maynooth Library	10.30am - 12.30pm	T: 01 628 5530 E: maynoothlib@kildarecoco.ie
Friday 22nd March	Athy Library	10.30am - 12.30pm & 2.30pm - 4.30pm	T: 059 863 1144 E: athylib@kildarecoco.ie
Saturday 23rd March	Kildare Library	10.30am - 12.30pm	T: 045 520 235 E: kildarelib@kildarecoco.ie
Saturday 9th March	Celbridge Library	10.30am - 12.30pm	T: 01 627 2207 E: celbridge@kildarecoco.ie
Naas Library	Naas Library	2.30pm - 4.30pm	T: 045 879 111 E: naaslib@kildarecoco.ie
	Newbridge Library	2.30pm - 4.30pm	T: 045 448 353 E: newbridge@kildarecoco.ie

We see the library as more than a physical space and with the advances in technology we are not tied to a timetable to deliver library services. So we would like to let you know what is on offer from Kildare County Library Service...

eServices ... anytime, anywhere ...

- eLibrary** - Search the library catalogue and access your library account.
<http://webhorizon.kildarecoco.ie>
- eBooks** - Digital Library where you can download eBooks, audio books, music and videos to your computer, eReader, MP3 player or smartphone.
<http://digitallibrary.kildare.ie>
- eLanguage** - Free eLanguage learning programme - Transparent Language Online with over 90 different languages to choose from.
<http://library.transparent.com/uk/kildare>
- eLearning** - Access 500+ unique online courses from accounting, alternative medicine to performing arts and pet care.
<http://kildarecountycouncil.universalcass.com>
- eHistory** - Local & family history information searchable online.
<http://kildare.ie/library/ehistory>
- eMagazines** - Gives library members free access to 35 popular magazine titles such as Hello!, Homes & Gardens, New Scientist and Rolling Stone.
<http://rbdg.envionsoftware.com/kildare/zinio>

Kildare County Council
Ag Ionannán dan phobail

Child Focussed Marketing Initiatives

Rua - Reading Champion

Kildare Library Services has its very own Reading Champion, in the form of a very large, and very friendly squirrel called RUA! Rua travels the county to promote fun activities in reading, song, rhyme and storytelling, and is a great support to Librarians throughout the library network in their local reading activities and programming. For instance, Rua is a key support in our **Play2Read** and **Reading Together** programmes, targeted and supportive approaches to encouraging reading with pre-school children.

It has long been proved that reading to very young children develops their early literacy skills, helps to foster their personal creativity, social skills and encourages them to see reading as a fun and special time. Rua supports this initiative through personal appearances, and through the distribution of an informative brochure, beautifully designed to give accessible help and support to parents, guardians and carers of very young children when **Reading Together!**

I found the **Play2Read** Programme great to introduce your child to learning through fun at such a young age, a lovely experience each week and of course the last session in the library with Rua was a lot of fun and laughs even for me

[Parent with child in Play2Read programme]





Summer Reading Buzz

The annual Summer Reading Buzz is an excellent opportunity to encourage children to read over the summer months. Children join up at their local library and engage in a variety of reading and creative activities. They each receive a special membership card and for every book they read, their achievement is marked with a bee stamp. They are encouraged along the way with surprise rewards. The project began in South Dublin and now stretches to Kildare, Dublin City, Dun Laoghaire/Rathdown, Fingal, Longford, Galway, Carlow, Kilkenny, Sligo, Limerick, Roscommon and Westmeath Libraries. This cooperation has resulted in value for money savings in the purchase of materials for the project, and also enables the **sharing of ideas** on supporting literacy programming.



Strategic Steps: Promotion and Marketing

- Establish a Marketing Team and develop a marketing strategy charged with raising the profile of Kildare Library Services
- Research innovative library marketing practices internationally and nationally
- Engage in social media resources to promote library services and programming
- Further engage in child-centred marketing strategies
- Continue to harness the potentials of new technologies, such as library management systems to deliver the 'library message'
- Enable staff to make strategic connections within their local communities in order to market and promote library services
- Forge cooperative networks to deliver a targeted library service
- Continue to position libraries as a community asset in which people of different backgrounds, interests, ages and abilities can meet and actively participate in cultural engagement
- Continue to pursue outreach work which specifically focuses on non-traditional audiences with a view to promoting active library engagement



References & Acknowledgements

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Kildare County Strategic Policy Committees and Elected Representatives
Our committed Partners, National and Local

Kildare County Council Senior Management Team:
Chief Executive Peter Carey
Director of Services Peter Minnock

Senior Library Management Team
Our committed Library Staff

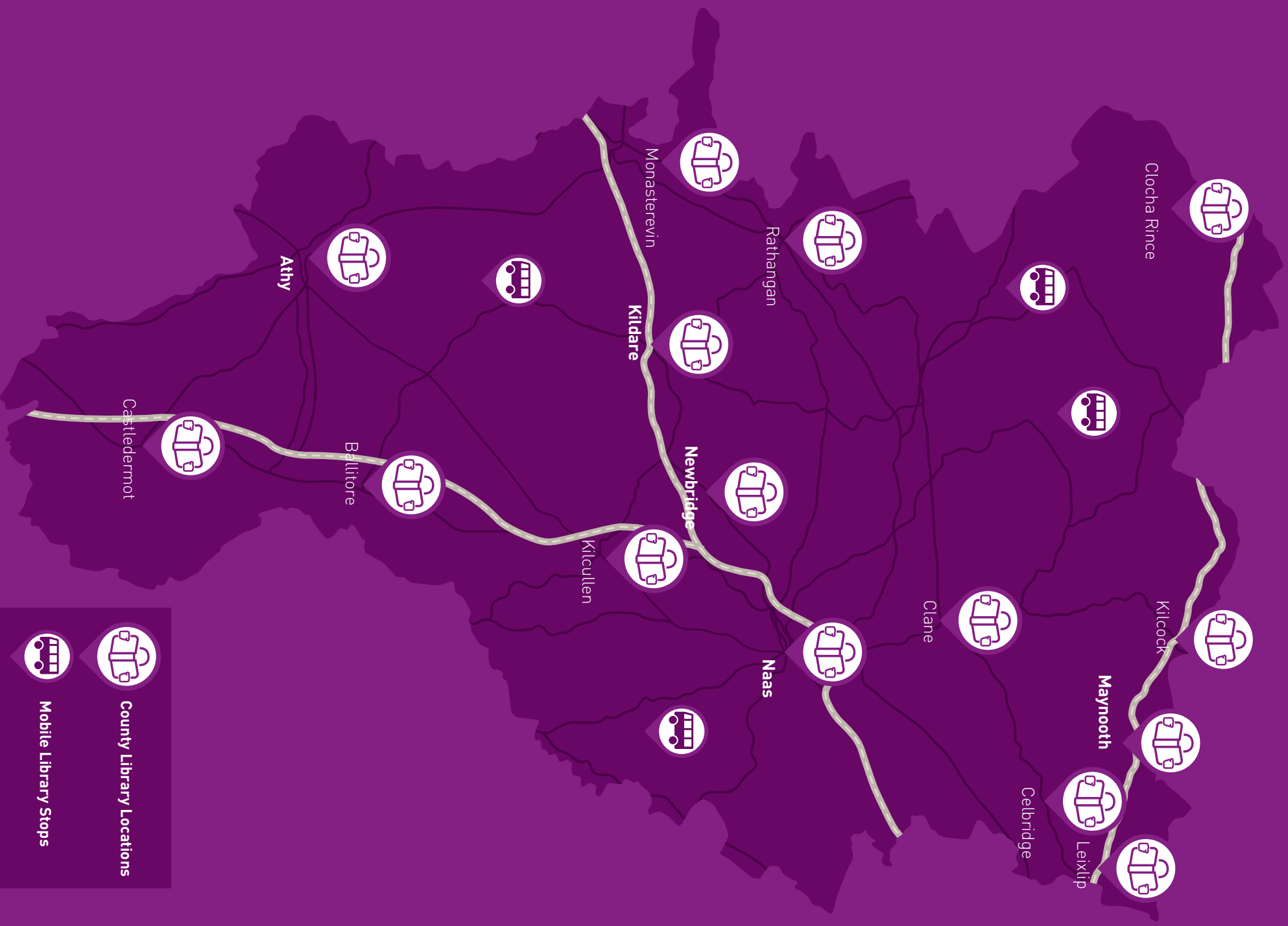
Contributors to our consultative process
Our committed Library Members

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Breda Gleeson

We would like to take this opportunity to acknowledge the innovative drive and foresight of retired County Librarian, Breda Gleeson. Breda's vision and enthusiasm for new ideas [IDEAS MATTER: 2007- 2011] is embedded in the foundations of our work going forward.



County Library Locations



Mobile Library Stops