



# Case Study: Engaging with Younger Residents to Improve Outreach and Deliver a Diverse Range of Services

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Suffolk Libraries 2022

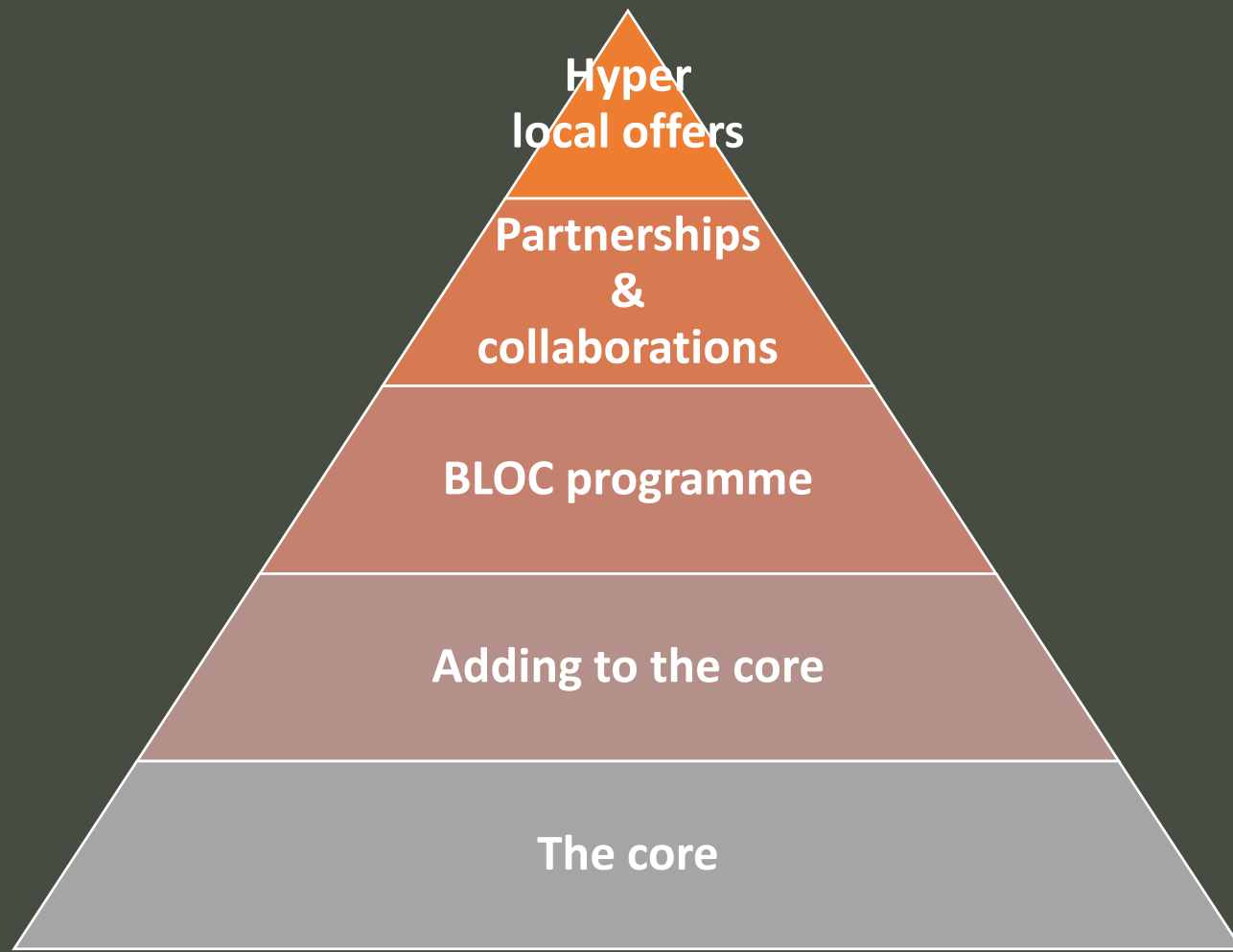


- The first library mutual
- Large, rural library service
- 45 static libraries
- 3 mobiles
- 2 pop-ups
- 9 prisons
- Mental health & wellbeing service
- NPO





- Build our audiences authentically
- Engage with the least engaged group
- Create library users of the future
- Support families as best we can
- Add value to other community services
- Surprise and delight: change perceptions of the library
- Build something positive post-Covid
- Important to continue to be a safe space



- A layering approach from the core upwards
- Leaning into our NPO programme for capacity & resource
- Partnerships: what libraries do well
- Still leaving room for innovation at the hyper local level

← Governance?

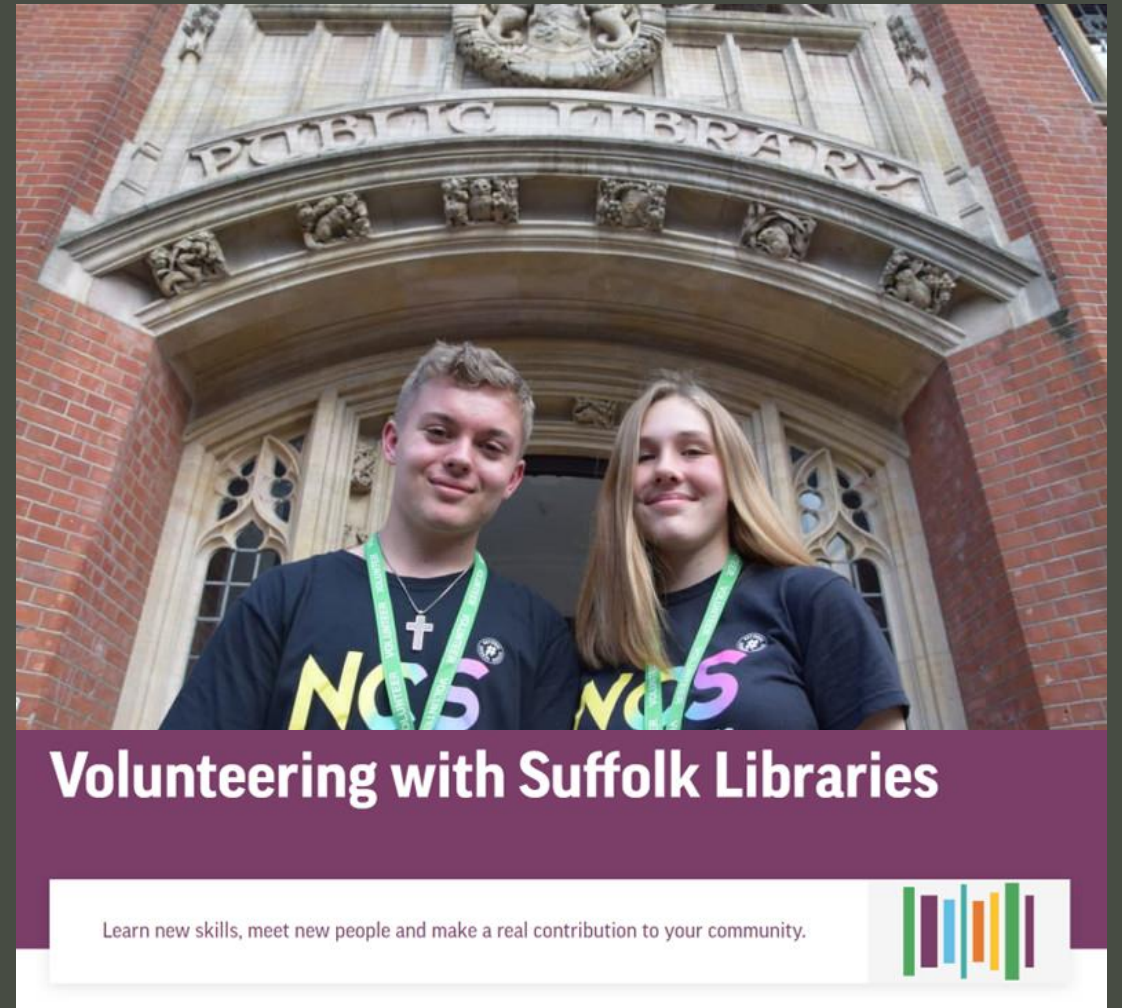
- Using this as a foundation
- Not forgetting our reasons for why we're here
- Ensuring we're hitting our key contractual obligations
- Core includes:
  - Literacy and reading dev
  - Crafts and creativity
  - Volunteering
  - School readiness
  - Safe places to be
- Over 14k attendees pa pre-Covid



- Using the principles of the core offer
- Creating extended offers - stretch
- Sometimes externally funded
- *Me, Myself & Baby*: perinatal mental health and wellbeing service
- Stay and play for wellbeing
- Additional literacy development
- Young people's *Open Space*
- Supporting the family is important – holistic



- Volunteering a key part of the core offer for all libraries
- SRC and DoE remain popular volunteering opportunities
- Have worked to diversify this offer to be more appealing & meaningful
- Looking at new role profiles for young volunteers
- Working with schools to amplify these opportunities – UCAS etc.





- One of 6 library NPOs
- First time for libraries in the portfolio
- Programme built on improving access to arts & culture for CYP through libraries
- A range of activity for young people through local staff and partners
- Organisational step change: new approach
- A springboard to wider cultural opportunities
- Embedded in local LCEPs
- Allowed us to leverage further funding e.g. *Let's Get Creative, Little Beats*





“Working with schools, PRUs, SEND settings, and youth charities, Suffolk Libraries will work with young people to create a creative manifesto for educational settings to become greener and more sustainable, culminating in a call to action throughout September to November for schools and their families to pick up a tree from their local library to plant at their home or in the school grounds.”



- Further enrichment of the core offer
- Work with newly established Family Hubs model: contract for delivery
- Self-weigh for parents and babies – early help service
- Working with large MATS e.g. *Reading Well*, curriculum join up
- Collaboration with the *Future Female Society*
- Pilots of national programmes e.g. *Reading Sparks*



- Key part of our model is local empowerment for managers
- Encouraged to work locally to test new ideas for CYP & families
- YP Boxercise group at Gainsborough
- SEND group at Lowestoft
- Youth group at Chantry
- Star Wars group at Glemsford
- Proud Pages group at Beccles
- Manga group at Thurston

- We knew we needed to diversify our board
- Core board drawn from our membership (mutual model)
- Option to co-opt onto the board
- Worked with CAS on a role profile & recruitment campaign
- Young trustees equal voting rights and full participation
- Currently have two <25-years-old



## Governance for change: young trustees



- Leading on from our governance changes we took a fresh look at accessibility, diversity and equity
- Young people are an important facet of this work
- LGBTQIA+ groups and resources
- Putting place new services, resources and training:
  - Neurodivergence
  - Sight loss, d/Deaf
- New approach to recruitment to attract younger workforce

# Accessibility, diversity & equity

**Any questions?**