



Business Innovation Programme - Client Form

Organisation Name:	[REDACTED]
Address:	[REDACTED] [REDACTED]
Contact Name:	[REDACTED]
[REDACTED]	[REDACTED]
E-mail Address:	[REDACTED] [REDACTED]
Website:	[REDACTED]
Briefly describe your organisation:	<p>***** is one of the largest Library authorities in the country, employing in excess of 500 staff and providing a broad range of services. The budget for the service is £11.7 million and the scope of the offer includes;</p> <ul style="list-style-type: none"> • A public library service delivered through a network of 53 static libraries operating across the whole of *****. These range in size and offer from small community libraries in towns and villages through to large Discovery Centres in *****, ***** and *****) • All static libraries offer free public IT including internet ready computers and public WiFi • The comprehensive on line Library enables customers to download a wide range of free resources including eBooks, eMagazines, eAudio Books and other eResources • The learning in Libraries function is grant funded and offers support to adult learning across a range of themes. • Prison Library Service in ***** • Subscription based school library service which supports child learning and education • Home Library Service provided by volunteers to support vulnerable and isolated customers

Please detail below the type of project/business issue you would like a team of students to address:

Project Title; Attracting and engaging with Young Adults in a way which will secure Library audiences for the next generation.

Context; Libraries have the ability to support the transformation of individuals, communities and society as a whole. Alongside an ambition to improve reading and literacy, Libraries are becoming increasingly concerned with how they can better connect with communities in order to improve outcomes. Key elements of the work of Libraries include;

- Increased digital literacy and access
- Helping everyone to achieve their full potential
- Helping people to live healthier and happier lives
- Increasing productivity
- Providing cultural and creative enrichment
- Providing centres for learning and innovation

Business issue which needs to be addressed; Although the Library Service has considerable success in engaging with families and young children, the Service struggles to attract and retain this audience as they become teenagers and young adults. With an eye to the future, we recognise that if we are unable to better engage with this group within our communities, it will be difficult to secure Libraries which remain relevant for future generations.

The challenges to be addressed in this project are as follows;

- What do young people need from Libraries (now and in the future)?
- What are the key barriers preventing young people from engaging in our Service (now and in the future)?
- Which organisations already demonstrate best practice in engaging with and attracting Young Adults and how might this learning be translated in to a Library environment?
- How should future measures of success be defined? (qualitative and quantitative outcomes)?
- How can ***** Library Service better engage with Young Adults across the scope of services that we offer and what will it need to do differently in order to do so?
- Provide a clear set of recommendations and costs (where known) to assist the service with addressing this challenge