Libraries back at the heart of society

IFLA METLIB
Zurich MAY 2015

Ton van Vlimmeren
Public Library of Utrecht
The Netherlands in Europe
Utrecht in the Netherlands

- Center of the country
- 4th city
- 335,000 habitants
- Founded by Romans
- Education and culture
- EU economic top region
Utrecht
Central Library
A new one: Former Central Postoffice
Monumental reading room
Vision and mission: What we want to be

Freedom, Prosperity and the Development of society and individuals are fundamental human values. They will only be attained through the ability of well-informed citizens to exercise their democratic rights and to play an active role in society. Constructive participation and the development of democracy depend on satisfactory education as well as on free and unlimited access to knowledge, thought, culture and information.

The public library, the local gateway to knowledge, provides a basic condition for lifelong learning, independent decision-making and cultural development of the individual and social groups.
Last year: Put your money where your mouth is

Discuss 1 minute: Where is your budget? The library’s budget?

Books
- Cost of selecting, cataloguing, housing, circulating books?
- Cost of Staff dedicated to these book processes?
- Cost of IT dedicated to these processes?
- Cost of housing for these processes? Total = ..% 

Other
- Educational programs?
- Cultural programs?
- Maker spaces?
- Other? Total = ..%
## Values contributed

<table>
<thead>
<tr>
<th>kern</th>
<th>wereldgids 2.0</th>
<th>inclusie</th>
<th>huis van beschaving</th>
<th>kennis maken</th>
<th>stedelijke cultuur</th>
<th>burgerschap</th>
</tr>
</thead>
<tbody>
<tr>
<td>emotie</td>
<td>hulp in de wereld</td>
<td>welkom</td>
<td>dierbare traditie</td>
<td>nieuwsgierigheid</td>
<td>levendig</td>
<td>zelfbewustzijn</td>
</tr>
<tr>
<td>functie</td>
<td>wegwijzer</td>
<td>verbinden</td>
<td>civiele ankerplaats</td>
<td>samen onderzoeken</td>
<td>stad van kennis en cultuur</td>
<td>participatie</td>
</tr>
<tr>
<td>streven</td>
<td>toerusting</td>
<td>adhesie</td>
<td>kwaliteit van leven</td>
<td>synergetische creativiteit</td>
<td>pluriforme habitat</td>
<td>associatief burger</td>
</tr>
</tbody>
</table>

![Images](image.png)
Values contributed

- guide to the world
- (social) inclusion
- house of civilization
- knowledge creation
- pluriform habitat
- citizenship
Inhabitants and target groups

Mosaic Schema
Target groups served by neighbourhood
Two streams of services

Order of the council on behalf of the city
- ordered and payed by the council
- Special focus on less privileged groups
- Free of charge, service on offer

Market driven services
- Paying for services
- Responding to needs and willingness to pay
- Businesscases
Segmentation and target group selection based on Mosaic

<table>
<thead>
<tr>
<th>Order of the council on behalf of the city</th>
<th>Market driven services</th>
</tr>
</thead>
<tbody>
<tr>
<td>- young with limited (digital) skills</td>
<td>- good urban life</td>
</tr>
<tr>
<td>- immigrant, refugee, unemployed, homeless</td>
<td>- modern house owners</td>
</tr>
<tr>
<td>- young poor families</td>
<td>- child and career</td>
</tr>
<tr>
<td>- social housing</td>
<td>- elitarian topclass</td>
</tr>
<tr>
<td>- grey and poor</td>
<td>- fortunate retired</td>
</tr>
</tbody>
</table>
Our core, profession and results
The change

Circulation ‘factory’
(collaboration, search systems, displaying, self-service, scanning etc.)

Activities

Infrastructure (branches, WIFI, pc’s etc.)

2015

Programming

Blue

Circulation

Green

Infra

2020
## Product-marketcombinations

**Back to 10 functions**

<table>
<thead>
<tr>
<th>Doelgroepen in werkgebied</th>
<th>huish. in %</th>
<th>0 - 4</th>
<th>4 - 12</th>
<th>12 - 18</th>
<th>18 - 25</th>
<th>25 - 35</th>
<th>35 - 55</th>
<th>55 - 70</th>
<th>70+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jonge Digitalen</td>
<td>14,8</td>
<td>XXXXXXXXXXXX</td>
<td>XXXXXXXXXXXX</td>
<td>XXXXXXXXXXXX</td>
<td>XXXXXXXXXXXX</td>
<td>XXXXXXXXXXXX</td>
<td>XXXXXXXXXXXX</td>
<td>XXXXXXXXXXXX</td>
<td>XXXXXXXXXXXX</td>
</tr>
<tr>
<td>Stedel. Balanc.</td>
<td>6,3</td>
<td>XXXXXXXXXXXX</td>
<td>XXXXXXXXXXXX</td>
<td>XXXXXXXXXXXX</td>
<td>XXXXXXXXXXXX</td>
<td>XXXXXXXXXXXX</td>
<td>XXXXXXXXXXXX</td>
<td>XXXXXXXXXXXX</td>
<td>XXXXXXXXXXXX</td>
</tr>
<tr>
<td>Samen Starten</td>
<td>6,3</td>
<td>XXXXXXXXXXXX</td>
<td>XXXXXXXXXXXX</td>
<td>XXXXXXXXXXXX</td>
<td>XXXXXXXXXXXX</td>
<td>XXXXXXXXXXXX</td>
<td>XXXXXXXXXXXX</td>
<td>XXXXXXXXXXXX</td>
<td>XXXXXXXXXXXX</td>
</tr>
<tr>
<td>Soc Huurders</td>
<td>4,4</td>
<td>XXXXXXXXXXXX</td>
<td>XXXXXXXXXXXX</td>
<td>XXXXXXXXXXXX</td>
<td>XXXXXXXXXXXX</td>
<td>XXXXXXXXXXXX</td>
<td>XXXXXXXXXXXX</td>
<td>XXXXXXXXXXXX</td>
<td>XXXXXXXXXXXX</td>
</tr>
<tr>
<td>Vergr Eenvoud</td>
<td>3,2</td>
<td>XXXXXXXXXXXX</td>
<td>XXXXXXXXXXXX</td>
<td>XXXXXXXXXXXX</td>
<td>XXXXXXXXXXXX</td>
<td>XXXXXXXXXXXX</td>
<td>XXXXXXXXXXXX</td>
<td>XXXXXXXXXXXX</td>
<td>XXXXXXXXXXXX</td>
</tr>
</tbody>
</table>
Translation to business models
Per function, canvas model
Changemodel: radical change of course and organic transition

- Status quo
- Radical change of course (2015-2020)
- New course
- Realistic transition path

2015 2020
Libraries help people to ‘read’ the world

**Skills:**
- Reading
- Writing
- Digital skills
- Cooperation
- Discuss opinions
- Budget

**Information:**
- Health
- Care
- Jobs
- Life long learning and careers
- Finance
Library 2020

https://www.youtube.com/watch?v=OgkUZylvsP0#action=share
Is there anything new?

No there is not:
- it is back to basics

Yes there is:
- Interactive
- Co-creation
- Partnerships
- Makerspaces
- Multi media: Moocs, You Tube, documentaries, (serious) games, movies, presentations, lectures, exhibitions
- Meeting, debate, inclusive, community, events
Thank you

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