

Library Learning Information

The place:

Tower Hamlets, London

Great Britain

idea



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idea



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The starting point:

ask the people

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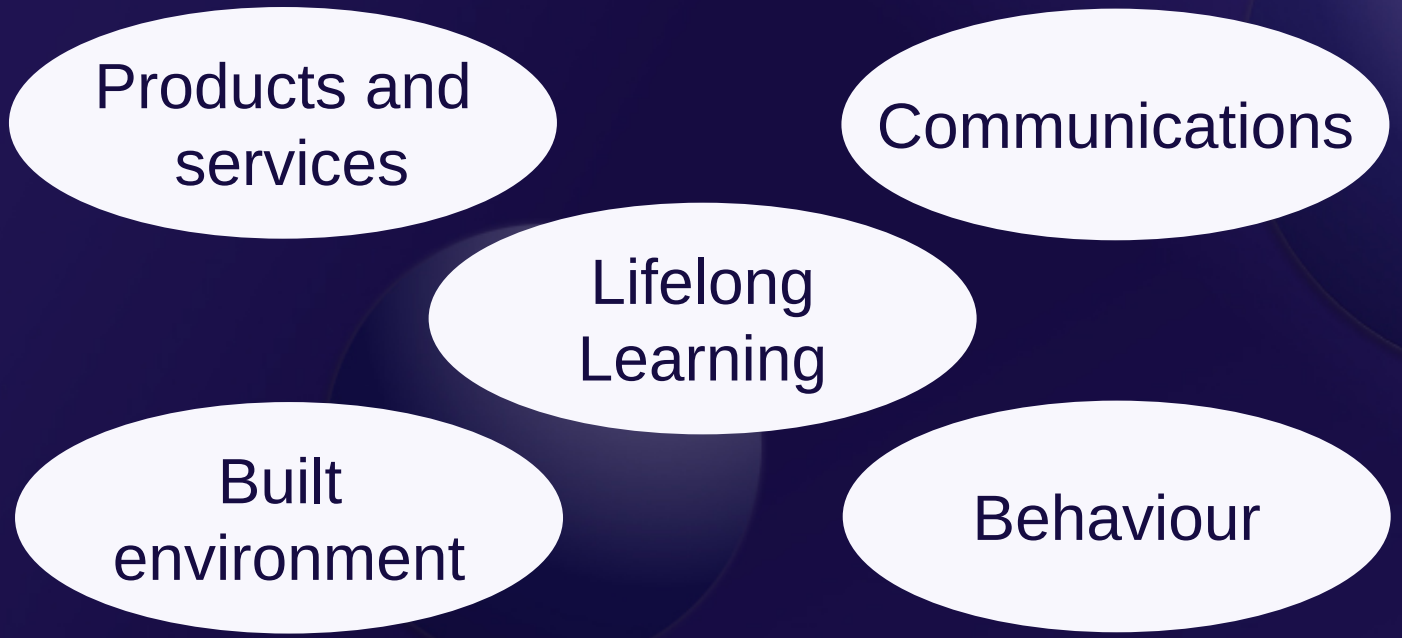
Key findings:

- 98% considered libraries to be important
- More books
- More IT
- People wanted libraries to be located where they can combine visits with other activities - particularly shopping

The next step:

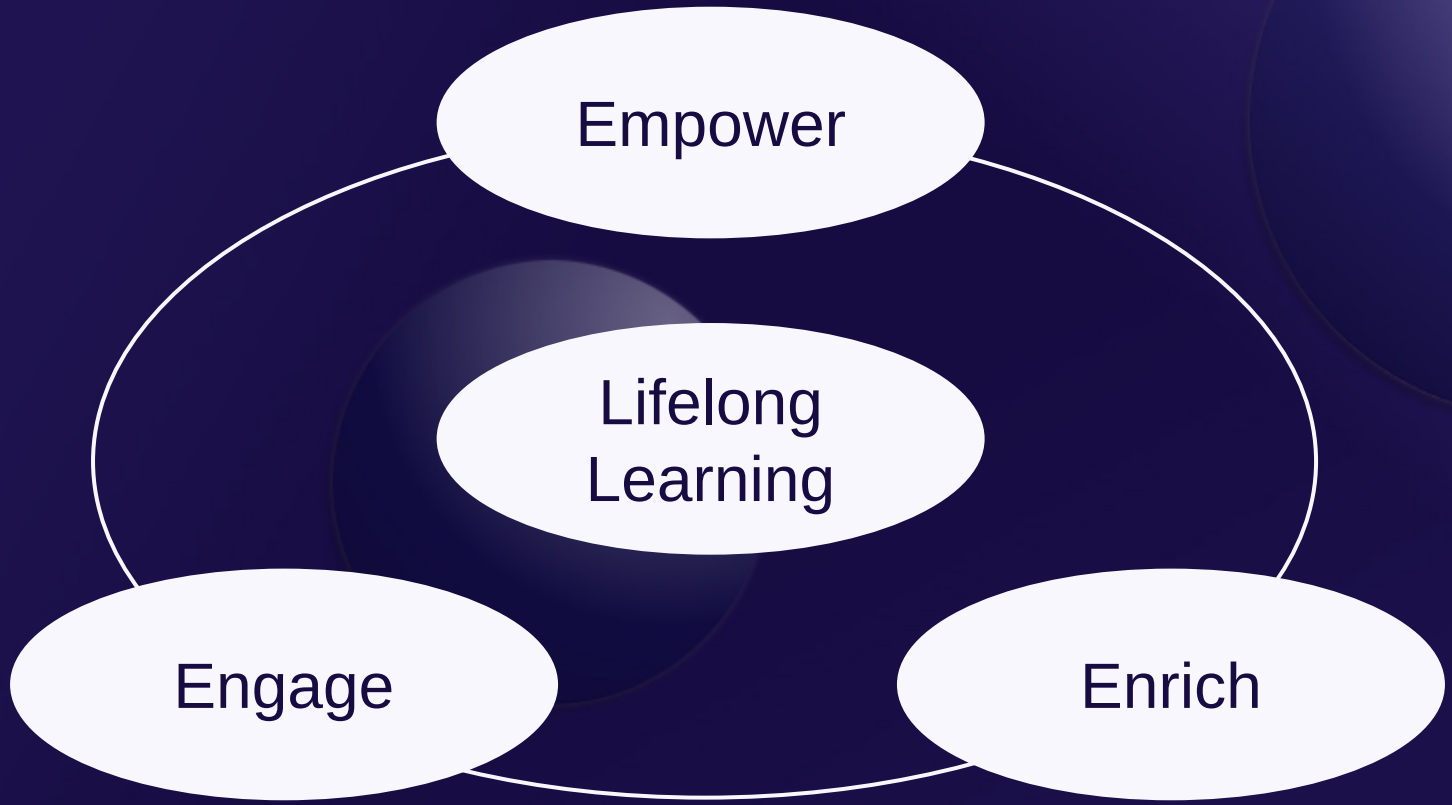
Developing a library brand

The brand:



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The brand values:



Strategy:

The perfect spot

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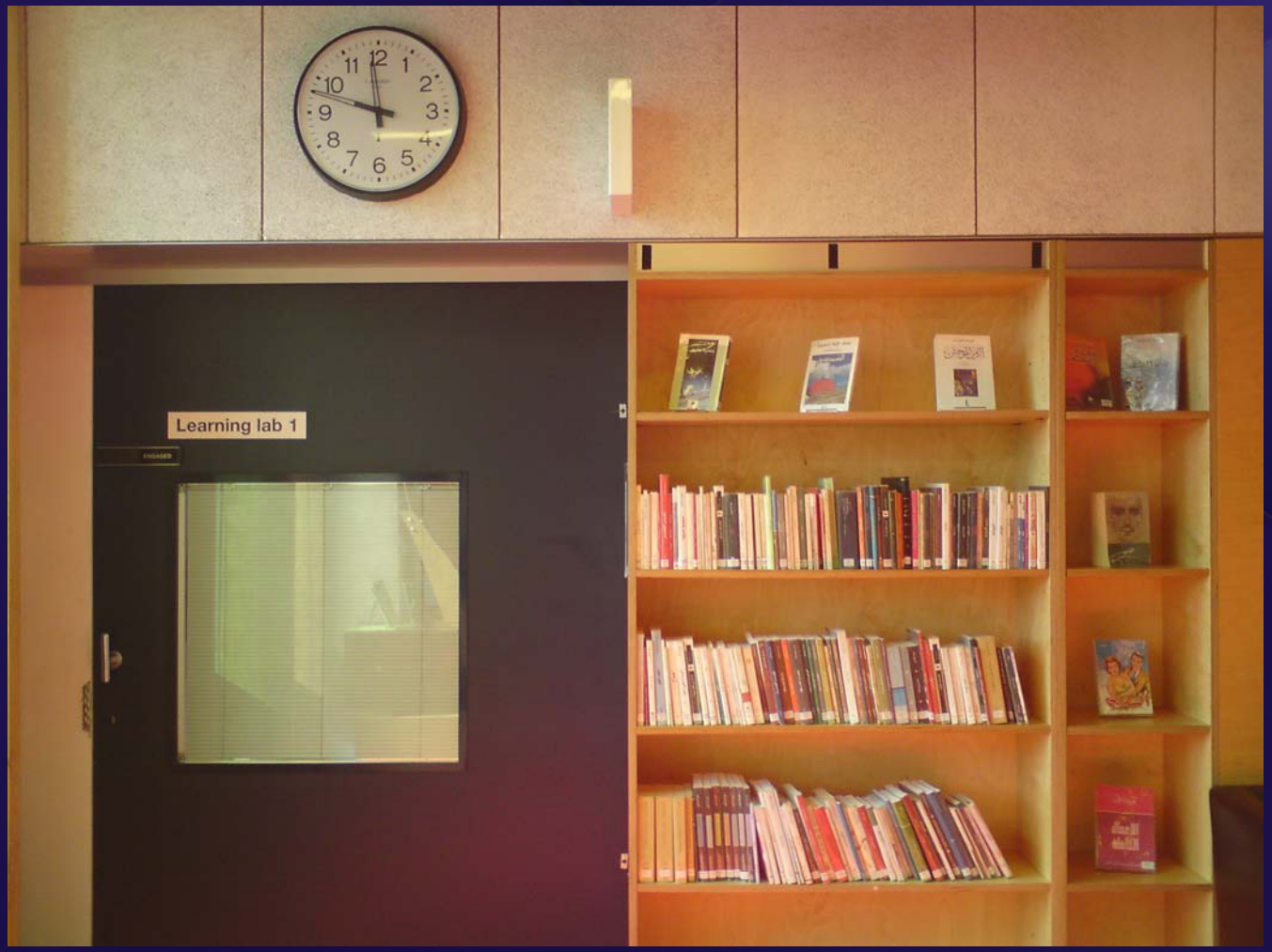
Strategy:

The right mix

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Approach:

Retail model



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TOWER HAMLETS
Learning Ladder
New books
JAMES ROLLINS
The Doomsday Key
NEMESIS
ALEX GRAY
Glasgow Kiss
WHISPERS OF THE DEAD
DANIEL SUAREZ
DEMON
BLACK LANDS
House of Dreams
New books
OTHERS
MEDIA WATCH

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Opening hours:
Mon–Thurs: 9am–9pm
Friday: 9am–6pm
Saturday: 9am–5pm
Sunday: 11am–5pm

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Strategy:

No barriers

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Café
Internet
Children's library
Adult library
Sight & sound
Photocopying
Library catalogue

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Approach:

Rules? Why?



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Internet Access
PC 205
"my best idea was to learn to use the internet"

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Approach:

Wide range of activities

Courses & Activities

Aromatherapy, Foreign Languages, Photoshop & Illustrator, Massage for Babies, DJ Mixing, Drama, Creative Dance, Reiki, Food Hygiene, Beadwork, English for Speakers of Other Languages (ESOL), Flower Arranging, Accounting, Computing for the Terrified, Music Animation, Web Page Design, Art History, Palmistry, Financial Literacy, Mask Making, Healthy Eating, Business Courses, Book Groups, Homework Clubs, Relaxation, Garden Design, Making Kites, Languages for Families, Driving Licence Theory, Tea Dances, Sleepovers, Reflexology, Fashion & Textiles, Speedating, Time Management …

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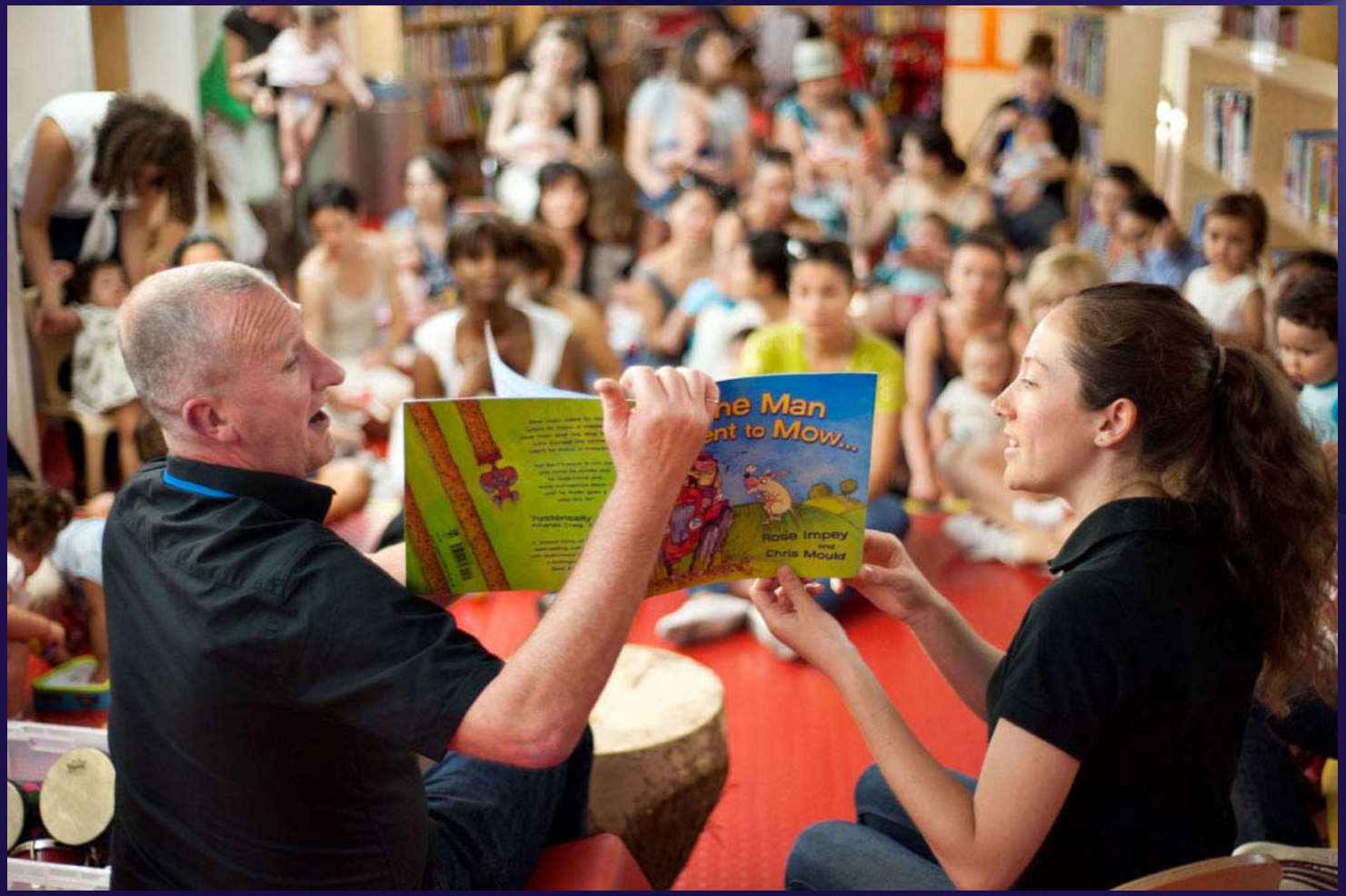
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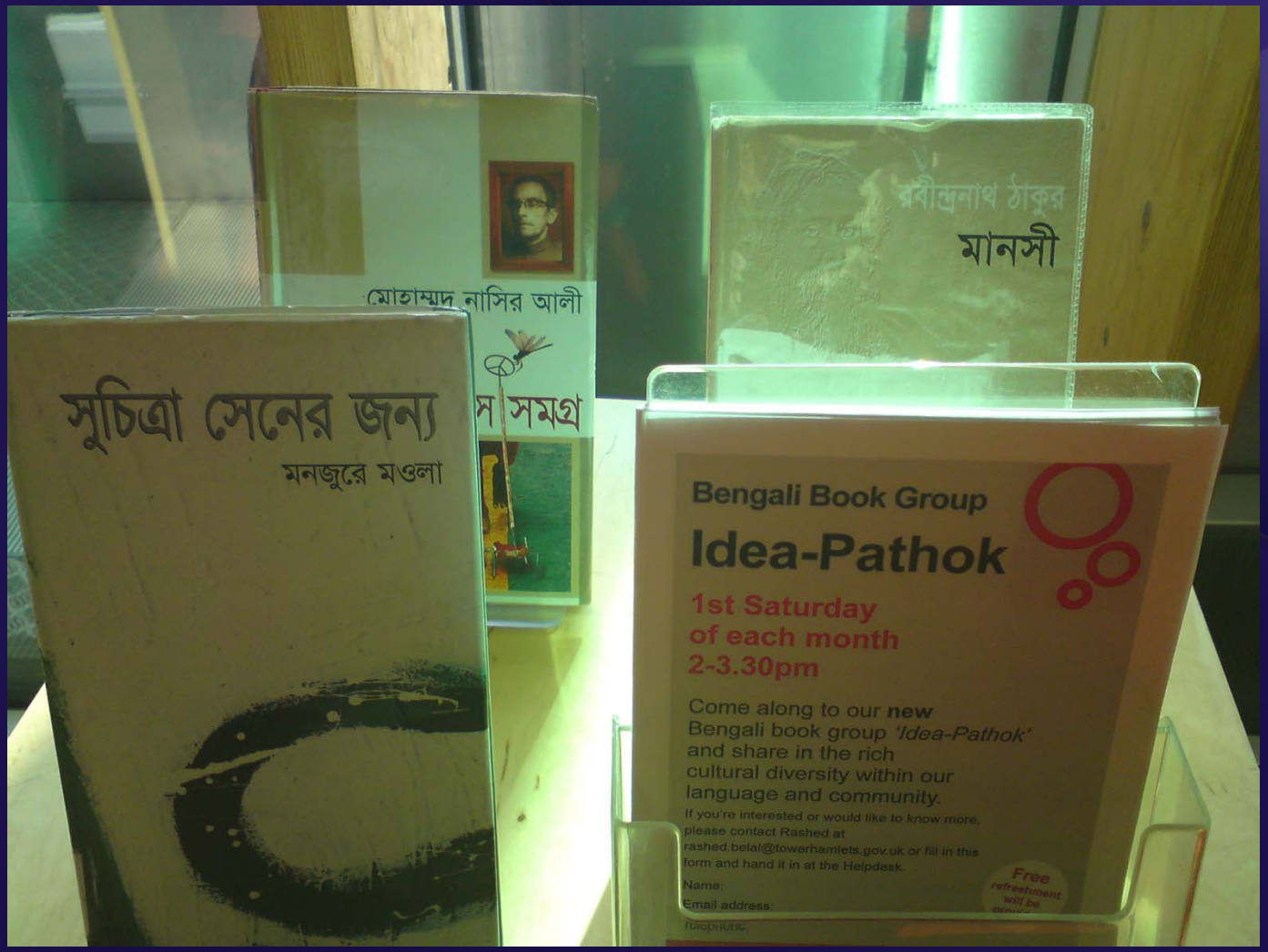
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Impact:

- Visits: + 350%
- Book Loans: + 20%
- Satisfaction: +20%
- Cost per visit: - 65%



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মোহাম্মদ নাসির আলী
সমগ্র
রবীন্দ্রনাথ ঠাকুর
মানসী
সুচিত্রা সেনের জন্য
মনজুরে মওলা
Bengali Book Group
Idea-Pathok
1st Saturday
of each month
2-3.30pm
Come along to our new
Bengali book group 'Idea-Pathok'
and share in the rich
cultural diversity within our
language and community.
If you're interested or would like to know more,
please contact Rashed at
rashed.belal@towerhamlets.gov.uk or fill in this
form and hand it in at the Helpdesk.
Name:
Email address:
Free
refreshment
will be

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The future: next Idea Store 2012



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an Idea Store

Festival of Reading

4 - 12 December 2009



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