



Manchester Libraries Information and Archives

Stock Management Policy

Libraries, Information and Archives Stock Management Policy

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1. Introduction

Manchester Libraries seek to make a significant contribution to the lives of people in Manchester through the vibrant and innovative delivery of high-quality leisure, cultural, learning and information services and opportunities.

Library, Information and Archive+ services are currently provided through Neighbourhood libraries across the city, together with outreach community libraries, Books to Go (Housebound services) and 24/7 online services for Information, E books, E audio and E newspapers and E magazines.

The Library service also manages the Greater Manchester County Record Office on behalf of AGMA (the Association of Greater Manchester Authorities) and the Prison Library Service at HM Prison Manchester.

1.1 Library Service Objectives

To prioritise library services to meet the needs of all those who live, work or study in Manchester and those who visit the city.

To ensure the widest possible access by delivering services at the heart of communities.

To develop Manchester libraries, as the activity centres of local communities and the conduit to wider opportunities.

To become the logical provider and distribution mechanism for City Council information and the accepted access point for information of all types.

To establish the Library Service as a recognised hub for partnership working, to support and add value to wider activity, including community development, lifelong learning, regeneration and the local economy.

To provide a library service that is central to the delivery of the City Council's agreed corporate objectives and which contributes to the regional agenda.

1.2 Aims of the Stock Policy

The stock policy ensures the efficient and effective use of resources within a Best Value framework. It is an evolving document which will be adapted in response to the diverse needs of Manchester residents, through analysis of stock performance using both quantitative and qualitative measures, reader suggestions, stock surgeries and the reservation system.

The stock policy reflects statutory requirements and legislation, national initiatives, such as the 'Universal Library Offers' and the 'Our Manchester Strategy – Forward to 2025'. Equality, inclusion and sustainability are at the heart of this strategy with a renewed focus on young people, our economy, health, housing, our environment and infrastructure.

The policy takes account of the role that public libraries can play in ensuring equality, social justice, tackling literacy and numeracy, supporting lifelong learning and digital skills and promoting the enjoyment of reading through a continuing reader development programme.

1.3 Definition

In this policy, the term ‘stock’ relates to all forms of library materials, including electronic information, books, newspapers, periodicals, maps, microforms, CDs, videos, DVDs, photographs, printed music and ephemera.

1.4 Censorship

Manchester’s stock policy subscribes to the Chartered Institute of Library and Information Professionals (CILIP) declaration that “*The function of a library service is to provide, so far as resources allow, all books, periodicals, etc. other than the trivial, in which its readers claim legitimate interest. In determining what is legitimate interest, the librarian can safely rely upon one guide only – the law of the land. If the publication of such matter has not incurred penalties under the law it should not be excluded from libraries on any moral, political, religious or racial ground alone, to satisfy any sectional interest. The public are entitled to rely upon libraries for access to information and enlightenment upon every field of human experience and activity. Those who provide library services should not restrict this access except by standards which are endorsed by law.*”

Publications which have not incurred any penalties under the law will not be excluded merely because they are controversial but will be evaluated and judged by the standards and criteria listed in this policy.

2. Stock Selection

Manchester’s selection policy aims to ensure comprehensive principles for staff to consult when deciding whether to acquire, discard or reject an item, enabling consistent and informed decision making and continuity of approach towards the collections. All stock is regarded as a single city-wide resource and will include materials appropriate to the local community being served

2.1 Suppliers

Manchester is a member of the North West and Yorkshire Libraries Book Consortium which contracts for mainstream library stock supply.

Manchester is also a member of AGMA (Association of Greater Manchester Authorities) who contract together for other services such as E books, E audio and E magazines.

2.2 Criteria for Selection

All staff responsible for purchasing stock will use the following criteria in selection:

- Content, purpose and scope
- Physical format,
- Quality

- Currency of work
- Authority of the work, Author and Publisher reputation.
- Price
- Anticipated demand to inform decisions on relevance and number of copies purchased.
- Value to existing collections and subject coverage.

2.2.1 Stock Coverage

Manchester libraries will attempt to ensure comprehensive subject coverage across the city up to A' level or equivalent standard within the larger neighbourhood libraries. Central library will provide stock up to and including undergraduate level with an emphasis on continuous professional development.

Wherever possible we will provide our stock for loan and will provide online remote access to stock wherever possible, ensuring that our stock is made available to all our clients. Stock will be located to fill stock needs, especially where there is customer demand.

All lending stock can be accessed using our free reservation service. Standard or classic works will, where appropriate, continue to be stocked and replaced.

We will endeavour to ensure that titles by recognised authors are purchased as a matter of course, however the selection of new authors is extremely important to us, especially if they appear to be an expert in their subject field or are first time novelists.

Sequels or series additions will also be actively sought.

Whilst recognising the reputation of a publisher can be an indicator to the accuracy of information, the library service actively seeks to purchase the works of small, independent publishers where the content is likely to be of interest to our users.

Stock selected for purchase will be of an appropriate size and weight for its purpose. Considerations such as paper quality, print fonts, indexes, illustrations and tabulated information will also be taken into consideration, as will the intended life of that stock item.

2.2.2 Community

Community need will be at the fore of our stock provision and we will ensure that our stock recognises the equal rights of all our citizens, whatever their background, nationality or culture. Stock will be provided in the English language and in a range of languages other than English. We will endeavour to reach as wide an audience as possible by placing community collections outside of library buildings.

It is necessary to acknowledge that the fulfilment of this aim may be limited by the market availability of some languages.

2.2.3 Children and Young People

Manchester prioritises work with children and young people and will provide a wide range of materials:

- To support educational attainment, material for homework and independent study.
- To support information and cultural needs.
- To encourage language and communication skills for pre-school years.
- To provide recreational stock, encouraging reading for pleasure, language, numeracy and literacy skills.

- To provide materials to help children understand emotional or physical issues positively.
- To provide materials with positive images and role models.

2.2.4 E-resources

Online services play a key role in Manchester's aim of reaching the needs of all those who live, work or study in Manchester and those who visit the City. We will offer 24/7 online services from commercially subscribed services, to disseminate Business, information and learning, as widely as possible, and we will also develop local digitised projects to exhibit the unique collections housed in the Central library and Archives+.

E-books, E-audio and E-magazines enhance our online reading resources. We share a platform for these services with other North West Library Authorities, to ensure that we offer a wide selection of material.

2.3 Readers' Requests and Stock Suggestions

All reader requests for stock, in the library catalogue, will be reserved free of charge and delivered to the pick-up library of choice within the City.

All users can make stock suggestions for library purchase.

The library operates an Inter Library Loan Service for specific requests for items not held by Manchester Libraries. The library service will endeavour to borrow the material on your behalf but there is an administration charge for this service.

2.4 Waiting Lists

There should be no more than five customers waiting for any book. For example, if there is a waiting list of 30 readers, we will aim to have at least six copies of the title in stock, unless there is a specific reason why this would be inappropriate.

2.5 Donations and External Funding

We welcome donations and external funding towards the collections, however items will only be added to stock if they are in an acceptable physical format and they add value. Any donations not accepted for stock will be subject to the same disposal guidelines as our own stock. Decisions on lending stock suitability rest with the service development manager and service co-ordinators but all donations will be subject to the censorship criteria in 1.4. Donations to the special collections will be considered by the Central library collections panel.

2.6 Unsolicited Stock

Some authors and publishers send invoiced stock that we have not ordered, in the hope that we will both pay for it and possibly order extra copies. Items will not be accepted unless they are genuinely wanted for our collection. All unrequested stock will need to be collected from the library service as we will not pay postage costs to return.

3. Stock maintenance and editing

Library staffs are responsible for ensuring that shelf stock is clean and tidy.

Stock coordinators will regularly visit and liaise with library staff to assess the stock and check if there are any subject coverage gaps or retrospective needs.

Every item shall be judged on its merits, but the following criteria, amongst others, shall be used when considering whether to keep or discard an item:

- Physical condition of the stock: Is the book suitable for its purpose?
- Audience: Is the book of an appropriate level and format for its audience?
- Currency: Is the information contained up-to-date or If not, does the book have any other value, such as historical research?
- Out of print: Can we get the same information from another source, or is the work irreplaceable?
- Title / subject: Is the book a recognised standard within its subject?
- Is the book so well-used that it needs replacing title for title or like for like?
- Is the book now obsolete in terms of interest in the subject area?
- Any relevance to Local History is sought before disposal and advice is taken accordingly.

Stock audits and stock work will be completed regularly in all libraries to ensure that the library catalogue is kept as up to date as possible. A lack of shelf space is not on its own a reason to discard stock. If the stock is still in good condition and meets the above criteria, it will be transferred elsewhere.

4 Stock performance

Manchester Library, Information and archives service aims to make effective and efficient us of all stock in line with Best Value principles. The service measures the effectiveness of its stock management by using information provided through the Library Management System, the National Library User Survey (PLUS) and Collection HQ (evidence-based stock management software).

5. Stock Recovery

Every effort will be made to minimise stock loss and recover overdue items. Security systems are present in Manchester libraries and stock is triggered to prevent theft.

Overdue reminders will be sent out after two weeks and four weeks. Borrowers will also be notified if a book has been requested by another customer. Customers with overdue items will not normally be permitted further loans.

6. Greater Manchester Collections Development Policy and Strategy

The Greater Manchester collections and development policy and strategy is included as Appendix 1 to this document.

7. Withdrawal and Disposal of Stock

Stock that is no longer required within Manchester libraries will be withdrawn from circulation if:

- the item is dirty or in poor physical condition,
- the item is faulty, in the case of audio-visual material,
- if the information contained within the item is out of date and not useful for historic research.

The Service has developed a special collections policy for the special collections held in Central library. A Central library collection panel will consider any de-accessioning proposals from the special collections.

For further information, please contact:

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APPENDIX 1

Greater Manchester Collections Development Policy and Strategy

1. Introduction

This policy and strategy covers the district archive and local studies services for the following local authority archive services in Greater Manchester:

- Bolton Archives and Local Studies
- Bury Archives and Local & Family History Service
- Greater Manchester County Record Office
- Manchester Archives and Local Studies
- Oldham Local Studies and Archives
- Stockport Local Heritage Library
- Tameside Local Studies and Archives
- Trafford Local Studies
- Rochdale Local Studies and Archives
- Salford City Archives and Local History Library
- Wigan Archives and Local Studies

The services aims to locate, collect, preserve and make as widely available as possible archive and local studies collections for the benefit of present and future generations. All services contribute to the aims and objectives of their parent organisations.

This policy sets out statutory obligations, what will be collected, collecting priorities and how it will be collected and publicised.

Archives or records are documents produced by individuals and organisations in the course of their life and work. They are no longer needed to conduct current business, but they are considered worthy of permanent preservation because of their evidential, administrative or historical importance. They can be of any date and in any format (including digital format) and they are often

unique and irreplaceable. They are the raw material of history and reveal the past, explain the present and guide the future.

This policy applies to all archive and local studies material regardless of format including, parchment, manuscript, digital records, photographs, maps, and books.

Services will not collect material judged not to be of permanent historical value.

2. Archive Statutory Obligations

- All services are empowered to acquire archives by deposit, gift or purchase and to preserve and make them available under the Local Government (Records) Act, 1962.
- All services are authorised to collect the official records of its parent local authority, its predecessor authorities under the Local Government Act, 1972.
- The following services are approved by the National Archives as the agent of the Lord Chancellor for the deposit of specified classes of public records under the Public Records Acts, 1958 and 1967:
 - Bolton Archives and Local Studies
 - Bury Archives and Local & Family History Service
 - Greater Manchester County Record Office / Manchester Archives and Local Studies
 - Stockport Local Heritage Library
 - Tameside Local Studies and Archives
 - Wigan Archives and Local Studies
- The following services are not approved places of deposit. At present the Greater Manchester County Record Office holds public records for the geographic areas they represent:
 - Oldham Local Studies and Archives
 - Rochdale Local Studies and Archives
 - Salford City Archives and Local History Library
 - Trafford Local Studies
- Manchester Archives & Local Studies and Wigan Archives & Local Studies are designated as Diocesan Record Offices under the Parochial Registers and Records Measure, 1978 as amended 1992.

3. Standards

The following services have adopted the Standard for Record Repositories issued by the National Archives:

- Bolton Archives and Local Studies

- Bury Archives and Local & Family History Service
- Greater Manchester County Record Office / Manchester Archives and Local Studies
- Oldham Local Studies and Archives
- Stockport Local Heritage Library
- Tameside Local Studies and Archives
- Trafford Local Studies
- Rochdale Local Studies and Archives
- Salford City Archives and Local History Library
- Wigan Archives and Local Studies

4. Geographic area definition

The services will collect material for the following geographic areas:

Repository	Area	Notes
Greater Manchester County Record Office	"Greater Manchester" consists of the administrative county of Greater Manchester as at 1 April 1974. This includes the metropolitan boroughs of Bolton, Bury, Manchester, Oldham, Rochdale, Salford, Stockport, Tameside, Trafford, and Wigan.	Donors or depositors of records which cover more than two of the ten districts of Greater Manchester will be deposited with the Greater Manchester County Record Office.
Bolton Archives and Local Studies	Bolton Metropolitan Borough	Local Studies will also collect material relating to Anglezarke, Rivington, North Turton and Little Hulton, which were formerly within the ancient boundaries of Bolton-le-Moors and Deane.
Bury Archives and Local & Family History Service	Bury Metropolitan Borough	Including the Townships.
Manchester Archives and Local Studies	City of Manchester	
Oldham Local Studies and Archives	Oldham Metropolitan Borough	This includes the distinctive geographical areas of Chadderton, Crompton, Failsworth, Lees, Royton, Oldham and Saddleworth.
Stockport Local Heritage Library	Stockport Metropolitan Borough	
Tameside Local Studies and Archives	Tameside Metropolitan Borough	

Trafford Local Studies	Trafford Metropolitan Borough	Includes Altrincham, Sale, Stretford, Urmston, Bowdon, Hale, Timperley, Carrington, Dunham Massey, Partington and Warburton
Rochdale Local Studies and Archives	Rochdale Metropolitan Borough	Includes Middleton, Heywood, Norden, Littleborough, Milnrow and Newhey.
Salford City Archives and Local History Library	City of Salford	
Wigan Archives and Local Studies	Wigan Metropolitan Borough	Includes records created by Wigan Leisure & Culture Trust in operations outside the Wigan Borough.

5. Scope of collecting policy (Archives)

Services will collect archives for the geographical areas outlined above.

These will include:

Council Records

- Official archives of their parent bodies and predecessor authorities in accordance with local retention guidelines and *Guide for identifying and preserving local authority records in Greater Manchester with historical and research value* (2006)

Public Records

- Public records under the Public Records Acts (see above). Public records include court records, workhouse & hospital records, prison records, and regimental records.
- The records of the Port of Manchester will be collected by Manchester Archives and Local Studies.
- The records of the Manchester Regiment will be collected by Tameside Local Studies and Archives.

Places of Worship Records

- Manchester Archives and Local Studies collects diocesan records for the Diocese of Manchester and parochial records of the parishes within the Diocese of Manchester in accordance with the Parochial Registers and Records Measure.
- Wigan Archives and Local Studies collects Anglican parish records for those parts of the Liverpool Diocese that currently fall within the

administrative metropolitan borough of Wigan (Deaneries of Wigan and Winwick). The office is also responsible for locating, selecting and preserving the records of the Diocese. There are occasions nonetheless when parish records will be held for churches currently outside the boundaries of the metropolitan borough.

- Cheshire Archives collects records from Anglican parishes in the Diocese of Chester.
- Cheshire Archives collects records from Roman Catholic parishes in the Diocese of Shrewsbury from those parts of the Diocese which lie within the pre-1974 boundaries of Cheshire (including the former County Boroughs of Birkenhead, Wallasey, and Stockport and City of Chester). Lancashire Record Office serves as the Diocesan Record Office for the Roman Catholic Diocese Salford.
- Methodist church records for circuits of the Manchester and Stockport District will be collected in accordance with the policy of the Manchester and Stockport Methodist District Archivist as set out in the *Manchester and Stockport Synod Directory*.
- Records of synagogues for Greater Manchester are collected by Manchester Archives and Local Studies.
- Records for other non-conformist churches and places of worship are collected by each service for their geographical area.

Community, Societies, Groups, Businesses and Personal / Family etc. Records

- Records of any date relating to all aspects of the history of their geographic area including records of communities, societies, charities, organisations, institutions, businesses, industrial and commercial organisations, families, individuals, trade unions, and political parties.
- Records for the Jewish Community for the Greater Manchester area will be collected by Manchester Archives and Local Studies.

6. Scope of collecting policy (Local Studies)

This policy does not cover Local Studies lending stock. This should be managed in accordance with the services' library stock management policy.

Services will collect local studies collections for the geographical areas outlined above. These will include:

- Reference book stock. Book stock (published and unpublished) includes material on all aspects of the history of those areas, plus books on how to 'do' local history, family history, local authors / historians, and associated subjects.
- This policy recommends that no more than 2 copies of each book should be kept. With regards to new editions and revisions the normal

policy should be to retain first edition and latest edition. Copies of books that are signed by the author or have manuscript annotations should also be kept. However some services may choose to establish local standards.

- Publications of their parent authority.
- Periodicals and Journals.
- Maps. No more than 2 copies of each edition should be collected.
- Photographs, illustrations, prints, and engravings.
- Newspapers. 1 copy of each local newspaper should be kept. Services may choose to have local newspaper microfilmed.
- Ephemera including posters, fliers, leaflets and newsletters.

7. Priorities for collecting: communities and businesses

All services will ensure that the collection of archives and local studies collections reflects the broadest range possible of the life and work of the people of their geographic areas. The future direction of collecting activity will seek to maximise the social inclusion of all sections of our community and to generate new audiences for the archives of the region.

In seeking and collecting archives in future, priority will be given to:

- Archives of minoritised and underrepresented communities, such as but not limited to Black and African Diaspora communities, South Asian communities, East Asian, Arab, Jewish, Lesbian, Gay, Bisexual, Trans and Queer community, and Disabled People. These communities are not well represented in collections at present.
- Archives of small businesses.
- Those wards / areas which are under-represented in our collections.

In addition the following local priorities exist:

- Trafford - Records of local Clubs and Societies which are in danger of closure or have already closed and have no capacity for the storage of archives.

8. Limitations of the collecting policy

All services will co-operate fully with each other and other repositories & museums. They will seek to avoid competition, conflict or duplication of effort

and will direct potential donors or depositors of such material to the most appropriate repository.

In particular services should be aware of the collecting policy of the following repositories:

- John Rylands Library (<http://www.library.manchester.ac.uk/deansgate>)
- Museum of Science and Industry
(<http://www.mosi.org.uk/media/34468410/acquisition%20and%20disposal%20policy%202010-14.pdf>)
- Ahmed Iqbal Ullah Race Archive [The Ahmed Iqbal Ullah Race Relations Resource Centre \(racearchive.org.uk\)](http://racearchive.org.uk)

Donors or depositors of records which cover more than two of the ten districts of Greater Manchester will be deposited with the Greater Manchester County Record Office.

Original moving image archives will be North West Film Archive for storage, preservation, cataloguing, and providing access.

Original sound archives will be transferred to the Greater Manchester Sound Archive held as part of GMCRO for storage, preservation, cataloguing, and providing access. The exception to this is Tameside Local Studies and Archives who hold their own oral history collections and local commercial sound recordings.

9. Museum Collections

Services will not collect artefacts, three-dimensional objects and works of art. Only where there is a special relationship between an artefact and the associated archives will we seek to keep the material together. Where services are integrated with museums then they will collaborate with colleagues on such issues.

10. Existing collections

Some archive and local studies collections services may relate to areas outside their geographic area or more broadly to the North West of England. They were often acquired by services before a proper a Collecting Policy was formed. There is no intention to add to these collections.

11. Publicising collections

Notice of every new collection will be made public as soon as possible. Each service will make an annual accession return to the National Archives.

The terms of the General Data Protection Regulation (GDPR) 2016 and the Freedom of Information Act 2000 will be observed in providing access to records.

12. De-accessioning

Services have authority to transfer records to a more suitable repository if it is considered that the documents would benefit from relocation subject to the overriding principle that the integrity of archive collections shall be maintained as far as possible.

Services shall, in accordance with the wishes of the depositor, evaluate and not retain those documents deemed not worthy of permanent preservation, and the intention to do this shall be made clear at the time of transfer.

Services should have de-accessioning policies and these should be adhered to.

13. Terms of deposit / donation

Services will seek where possible to acquire outright possession of items by donation or bequest where they fall within the collecting remits outlined in this document. However where this is not possible archives will receive items on deposit / loan.

Services will consider on an individual basis each item or collection offered for purchase. Items will only be considered for purchase when they fall inside the collecting remits outlined in this policy. Items offered for purchase will be considered on the basis of relevance and the current collections held, the content and scope of the material and value for money. The purchase of an archive will at all times acquire outright possession of the item or collection.

Services will not acquire, whether by purchase, gift, bequest or exchange, any archive or Local Studies item unless the governing body or responsible officer is satisfied that the service can acquire a valid title to the item in question and that it has not been acquired in, or exported from, its country of origin (or any intermediate country in which it may have been legally owned) in violation of that country's laws. For the purposes of this paragraph "country of origin" includes the United Kingdom.

Services will provide full terms of deposit and donations to depositors and donors.

14. Maintaining contact with depositors

Services will maintain contact with depositors, particularly major private depositors of material. Those services which act as places of deposit will maintain contact with Public Record holders.

Contact with the Diocese of Manchester and its parishes will be maintained through the Diocese Books and Documents Committee.

Services will retain contact details for depositors on their collections management systems.

Services will provide help and additional information to depositors where needed.

During a deposit or donation services will maintain regular contact with potential depositors in order to ensure the smooth accession of their material into the Archive and to answer any queries they might have.

15. Consultation

This policy was put together in consultation with archive and local studies services in Greater Manchester and the North West.

16. Review

This policy will be reviewed annually and before that if any there are any changes in legislation.

Appendix 2

Manchester Libraries Reader Development Strategy

READER DEVELOPMENT DEFINITION *'More Readers Reading More'*

The Reader Development Strategy Aims

- Libraries are at the heart of the reading community across the City.
- Strengthen readers' confidence and engagement with reading
- Open-up reader choices in a range of formats
- Collaborate with partners to enrich and diversify readers' choices
- Raise the status of reading as a creative activity
- Offer opportunities for library users to share their reading experience
- Advocate the health and well-being benefits of reading for pleasure



An overview of the National Offer

The Manchester Libraries Reader Development Policy will meet the targets of the **DCMS Libraries Taskforce Vision for Libraries** and the **Libraries Connected Universal Offers**.

DCMS Libraries Taskforce Vision for Libraries 2016-2021

'Libraries and the people working in them change lives'

- Promoting enjoyment in reading and other cultural and creative activities
- Raising aspirations and building skills so people can achieve their full potential
- Actively sharing information, encouraging people to engage with, co-create and learn from each other
- Providing trusted and practical support and advice to those who need it

The Libraries Connected Universal Offers

Reading

- o To build a literate and confident society by developing, delivering and promoting creative reading activities in libraries.

Digital and Information

- o To ensure local communities have access to quality information and digital services, to learn new skills and to feel safe online.

Culture and Creativity

- o To enable local communities to access and participate in a variety of quality and diverse arts and cultural experiences through local libraries.

Health and Wellbeing

- o To support the health and wellbeing of local people and communities through services that inform, engage and connect.

Children's Promise

- o Every child and young person in libraries is inspired to read for pleasure, has access to a diverse range of materials, can engage in a variety of digital activities and can take part in activities that improve their well-being.

Vision and Print Impaired People's Promise.

- o That the almost two million blind and partially sighted people in the UK can visit a fully accessible library service, that has a local collection of accessible reading materials and information in physical or digital forms.

Embedding the Universal Offers in Manchester

- Free books including digital material and other accessible reading resources
- Free community space and community engagement activities
- Access to local history resources
- Summer Reading Challenge in all Manchester libraries
- Health and Wellbeing library resources and health information signposting
- Free internet including Wi-Fi and supported online access
- Digital information literacy training
- 24/7 access to services through virtual library

An Overview of the Manchester Offer

How the Reader Development Strategy supports Manchester City Council's Aims and Objectives -

People

- Access to free books and reading material in different forms. Stock selection that encourages Manchester residents to exploring new writing and develop skills. Independent learning. Access to technology to bring isolated residents together. Virtual and physical reading groups and events programming. Information and signposting supporting residents physical and mental health and improved quality of life.

Growth

- Information and Services for Manchester residents to improve literacy levels and gain new skills and reduce worklessness. Economic impact and value for money. Central Library as a main cultural attraction of Manchester. Learning, skills, and employability.

Place

- Community-based, flexible hubs for audience development work. Neighbourhood focused. Stock, services, cultural activity and local support. Libraries that meet the information and recreational needs of all Manchester residents. Strong and safe communities.

Manchester: A UNESCO City of Literature

Manchester was successful in its bid to join UNESCO's worldwide Creative Cities network as a City of Literature in 2017. Joining 38 other Cities of Literature, a consortium including Manchester City Council, the Universities, Manchester Literature Festival plus a range of the city's writers, publishers and literary organisations has formed to enable this to happen.

Read Manchester

Manchester Libraries and the National Literacy Trust have joined forces to create Read Manchester, a campaign to promote reading and boost literacy throughout the city.

The campaign brings together a range of communities and partners, including parents and other family members, teachers, and schools, local businesses, voluntary organisations, libraries, museums, universities, book shops, housing associations and GPs.

Evidence shows that reading is the foundation for success in education and employment. Reading enables children to do well at school and in later life develop broader skills and lead healthy, happy lives.

Read Manchester will focus on:

- celebrating the enjoyment of reading in our communities.
- supporting young children because the early years of a child's life can shape their life forever.
- supporting reading in schools; and working with businesses to boost their involvement in reading in the city.

Delivering the Strategy

Reading Groups – Connecting People

Reading groups are a key way of connecting people and developing readers and their reading habits. The groups can also provide support for isolated users and contribute to increased health and wellbeing. We will continue to work with reading groups based online, in libraries and externally and support them with a range of physical and digital stock and reading material.

Examples include –

- Supporting Reading Groups with regular sets of books
- The Reading Agency Reading Ahead Initiative working with hard to reach adult non-readers
- Facebook Virtual Book Club connecting over 350 members with the latest library and literature news and events
- The Reading Agency Reading Friends initiative connecting isolated readers.
- Books to Go Housebound Service

Reader Development Digital Offer

The digital offer has been increasingly important over the last two years and has highlighted new ways of working to reach our customers and provide access to reading material and services. Examples of how the offer has adapted include -

- Developing the range and offer of eBooks, audio books and digital editions of newspapers and magazines available.
- Providing free tablets and data for digitally excluded Manchester residents. Free digital support. Improved digital skills - increased confidence with using social media and other digital platforms.
- A Social lifeline for Manchester residents. Virtual Reading Groups, Live Streamed author events, weekly story times and activities for children, open mic poetry on social media channels, digital archive material and memory boxes.

The digital offer is an essential part of the Reader Development Strategy. Providing access to reading material, events and support for residents that may not be able to access our buildings or events easily due to physical or mental health, disability and accessibility, childcare issues, or age.

Partnerships

Part of the reader development role is to set up networks and sustainable projects with partners.

Manchester Libraries already have a strong history of partnership working with publishers and booksellers including Waterstones, WHSmiths and Blackwells. We will develop our current partnerships and work closely with new partners in internal and external organisations to be able to encourage stronger reading habits with hard-to-reach groups and new audiences.

National partnerships include the Libraries Connected, The National Literacy Trust, Opening the Book, The Reading Agency and Reading Partners. Our steering group work with Time to Read has also enabled us to participate in regional initiatives and promotions.

Local partnerships include work with local housing groups and homelessness charities across the city developing ways for people who are rough sleeping

or without an address to access library services and view their library as a safe space.

Promotions and Event Planning

Event programming is an integral part of the reader development policy. The aim is to organise or participate in regular events that will continue to raise Manchester Libraries profile locally and nationally on the literary map.

Regular author visits and book launches will be programmed at Central Library and neighbourhood libraries. We will also participate and support local initiatives and festivals including Manchester Literature Festival, Chorlton Book Festival and Children's Literature Festival.

Events must appeal to all Manchester residents and reflect the diversity of our users and non-users. Regular feedback and evaluation of events should support future programming and how the service and reading offer evolves.

Collection Management

Ensure that Manchester Libraries provide a wide and diverse range of book stock and other reading materials and continue to respond to library user's needs.

Library users will be encouraged to contribute to the stock selection process through stock recommendations and outreach events.

Manchester Libraries are developing and increasing their e-book and audio book loan service through the Borrowbox platform.

Staff Training

All staff should be regularly trained to ensure a high level of customer care and a practical stock and resource knowledge. Training for staff will be undertaken at Central Library and libraries in the three Neighbourhood Areas. Staff will be encouraged to use the training to create their own clearly themed displays and will continue to be supported with circulating stock promotions and display material.

Stock is displayed in an attractive and imaginative way to encourage library users to browse and experiment with their reading choices. Book promotions should have a clear message or theme and be an immediate focus for the library user with displays in a prominent position. Collections should be kept tidy and restocked regularly.

Emphasis will also be on the role of first impressions and all aspects of customer care. These aspects will include communication skills and the ability to talk to library users, an understanding of how borrowers use the library space and how borrowers choose what they read, and that staff are confident using online resources.