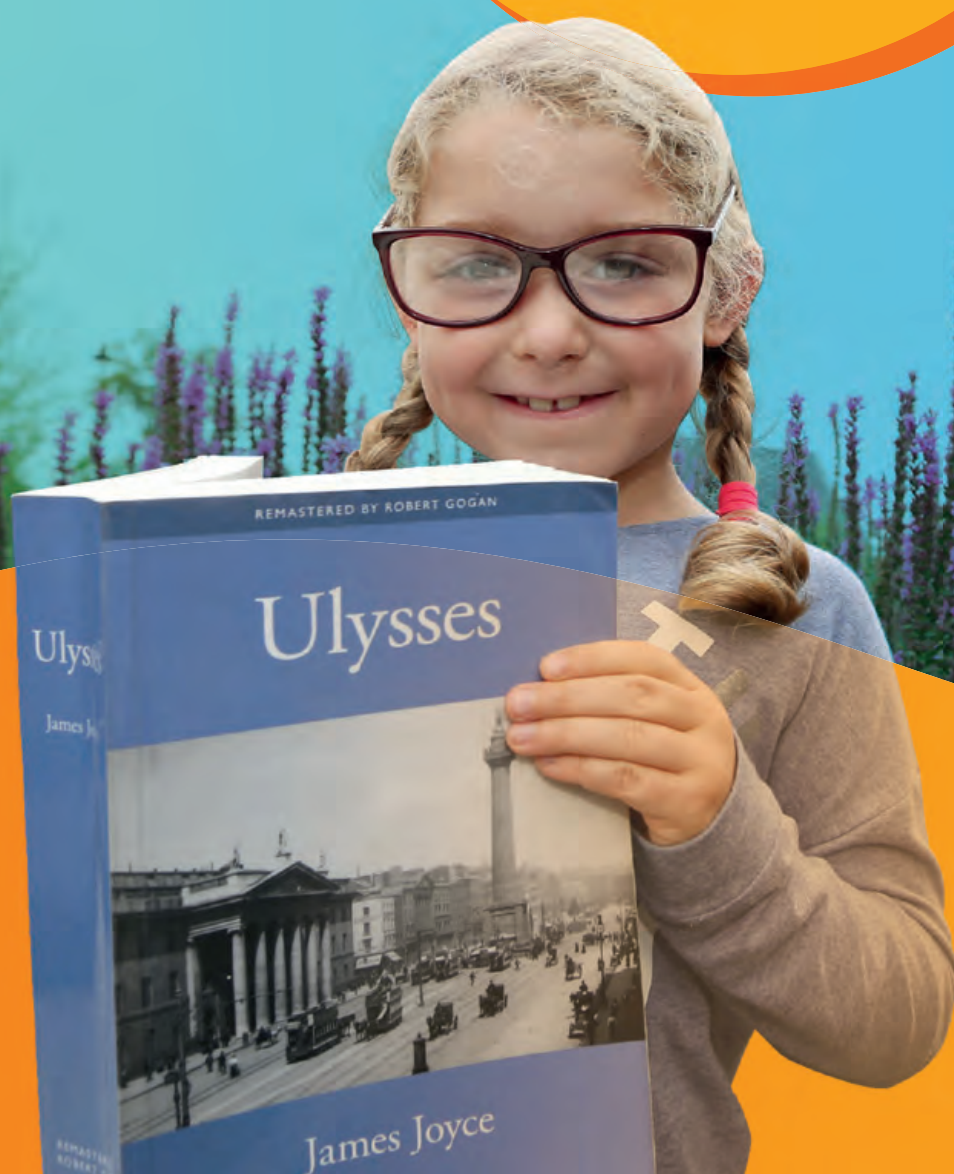


# Open to You

South Dublin Library  
Development Plan  
2018 – 2022









# Contents

<b>Introduction</b>	<b>02</b>
<b>Executive Summary</b>	<b>06</b>
<b>Mission Statement</b>	<b>10</b>
<b>Profile of South Dublin Libraries</b>	<b>12</b>
Branch Library Network	<b>13</b>
Online Resources	<b>15</b>
The Last Five Years	<b>16</b>
<b>The Communities We Serve</b>	<b>18</b>
<b>Consultation Process</b>	<b>22</b>
Public Survey	<b>24</b>
Public Consultation	<b>30</b>
SWOT Analysis	<b>36</b>
<b>Research Outcomes</b>	<b>38</b>
<b>Key Objectives</b>	<b>42</b>
1. Reading and Literacy including Digital Literacy	<b>43</b>
2. Marketing and Promotion	<b>44</b>
3. Information and Communication Technology	<b>45</b>
4. Heritage and Tourism	<b>46</b>
5. Information and Lifelong Learning	<b>47</b>
6. Community and Culture	<b>49</b>
<b>Making it Possible</b>	<b>52</b>
<b>Appendix</b>	<b>56</b>

# Introduction

---

**Building on existing strengths, the demographic profile of the communities we serve and feedback from the consultation process, this Plan is a road map for the strategic development of our library service over the next five years.**



### Chief Executive Daniel McLoughlin

I am delighted to present “Open to You” South Dublin Library Development Plan 2018 – 2022 which is essentially a road map for strategic, inclusive and imaginative sustainable development of our library service over the next five years. South Dublin County Council aims to make our county the best possible place in which to live, work and do business. In this context, this Plan underpins South Dublin County Council’s core themes of social inclusion, collaboration, well-being and citizen engagement.

The Plan has been informed by an extensive consultation process with all stakeholders, including users and non-users of the service, library staff, council networks including community groups, the Public Participation Network and the wider public using a variety of mechanisms.

Building on existing strengths, the demographic profile of the communities we serve and informed by the consultations, the Plan is centred on six key objectives, associated high level actions and strategies for delivery of these objectives. Public libraries are trusted and valued as a unique community service. At the heart of this Library Development Plan is a vision to promote the well-being and quality of life of all of our citizens in South Dublin. The library service is facing many challenges, not least the challenge to bridge the gap between the public’s perception and knowledge of the extensive services on offer. This Plan includes a strategy to bridge that gap in a creative and sustainable way in order to connect, inspire and empower our communities, over the next five years and beyond. Our ambition is to enrich the quality of life in South Dublin County by promoting access to a broad range of knowledge, information, technology, culture and heritage in a welcoming, inclusive and supportive way.

I would like to thank everybody who has helped produce this Plan, including everyone who participated in the consultation process. I am confident it will contribute significantly to the development of our library service in South Dublin providing a high quality accessible service.

A handwritten signature in black ink, appearing to be 'D. McLoughlin', written over a light grey circular background.

## Introduction



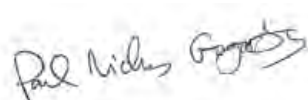
### Mayor Paul Gogarty

In the past five years, there have been many developments in our library service in South Dublin. To highlight just a few, participation in the implementation of the national library management system, enables citizens of South Dublin to freely access the services and resources of any library service in the country. In June 2013 Ballyroan library reopened providing a wonderful modern resource, and Palmerstown Library Digital Hub opened in June 2017. This has already proven very popular with the local community, and is fast establishing itself as a welcome community resource.

Our ambitious library development plan covering the next five years, outlines the strategies and many exciting actions which will focus on improving access and visibility of the library service connecting and empowering our citizens. South Dublin Libraries have always aspired to providing welcoming and democratic spaces. I am delighted that the building of two modern purpose built libraries will commence in the summer of 2018 at Castletymon and North Clondalkin.

As a free public library service we are ideally placed to support and grow literacy levels and facilitate the discovery of reading, creativity innovation and inclusiveness for all age groups. This plan outlines a strong commitment to literacy support as well as highlighting and expanding South Dublin Libraries' commitment to providing services to older people, to schools, and to families. It also encompasses our active engagement in educational and cultural development in the county. Active participation in national initiatives, such as Work matters, Right to Read and Healthy Ireland offer access and resources in an inclusive way that is unique to public libraries.

I would like to thank all who contributed to this plan, which is a celebration of the potential of our public library service in South Dublin.

A handwritten signature in black ink that reads "Paul Nicholas Gogarty".



### **County Librarian Bernadette Fennell**

I am grateful to everyone who has contributed to “Open to You” South Dublin Library Development Plan 2018 – 2022, including all those who took the time to participate in the extensive consultation process.

I wish to acknowledge the contribution of Grainne Millar of GM Innovations who was instrumental in the engagement, research and analysis process.

Special thanks to all the staff of South Dublin Libraries for their dedication and commitment to a service which has become a trusted and valued resource at the heart of the community.

We have a library service in South Dublin which is progressive and inclusive, and I am looking forward to the implementation of this plan over the next five years.

# Executive Summary

---

**This Development Plan sets out the strategy and work programmes of South Dublin Libraries for the next five years. It includes an outline of existing library services, objectives and priorities, and measures to achieve these objectives.**







The mission statement of our library service is:

**To enrich the quality of life in South Dublin County by promoting access to a broad range of knowledge, information, technology, culture and heritage, in a welcoming, inclusive and supportive way**

Our library service currently operates 8 service points: 5 branch libraries, two part-time libraries and a library digital hub. There is also an extensive mobile library service. Opening hours include four late evenings and weekly Saturday opening. During the lifetime of this plan, two major capital projects will be delivered with the re-building of a purpose built library at Castletymon and the construction of a new library at North Clondalkin.

There have been a number of demographic changes identified in Census 2016 which will have implications for the library service. Census 2016 revealed that the population of South Dublin County has grown 5.1% to 278,767 and will continue to grow including developments such as the new town at Clonburris. We have an ethnically diverse community with over 120 nationalities. Our population includes a large proportion of young people (21,733 aged 0-4 years) and also a fast-growing population of over 55s (59,472). Census 2016 has shown that 20,772 people aged 15 and over have received only primary level education or no formal education at all. 23.4% don't own a personal computer and 10.6% have no access to the Internet. These demographic profiles will impact on our literacy, information, cultural and social inclusion programmes.

Considering all the challenges and opportunities which may present themselves over the next five years, our Library Development Plan focuses on six key objectives.

### **Priorities and Objectives:**

#### **Reading and Literacy including Digital Literacy**

The promotion of reading and the development of literacy support is at the core of our library service. The capacity not just to read but to understand and critically appreciate different forms of communication is a key skill. The fostering and support for developing this skill underpins many of the services we offer.

Digital literacy is an increasingly vital skill for navigating modern life. Computer facilities are available for free in our branch libraries, and courses for

## Executive Summary

beginner, intermediate, and advanced levels are on offer in all branches. The development of Tech Spaces in our libraries will facilitate the expansion of STEAM (Science, Technology, Engineering, Arts and Mathematics) activities and foster in young people a desire to gain more skills in this area.

### Marketing and Promotion

The last decade has witnessed profound changes in how we communicate and advertise our services. It was evident during the consultation process that awareness of the wide range of services we provide could be improved. The development of a Social Media strategy to disseminate information about our library service is a priority.

### Information and Communication Technology

Information technology has enabled us to be creative and innovative and also customer focussed. Our active support for the national library management system Sierra, our wealth of online resources available via our website and the excellent computer and printing facilities available at our library branches ensure that we offer our patrons a modern and efficient library service. There are constant changes and developments in the area of technology and our library IT team works closely with its counterparts in South Dublin County Council, the LGMA (Local Government Management Agency) and in other local authorities to provide a streamlined, comprehensive and up-to-date service.



### Information and Lifelong Learning

Providing access to information and opportunities for personal progress to engage in a lifetime of learning and reading is a fundamental strength of our service. Participation in national programmes such as Work Matters, Right to Read and Healthy Ireland will continue to feature highly. In the current climate of economic regrowth, free and easy access to reliable resources for those entering the jobs market, making career moves or progressing a business idea is more necessary than ever. Business and employment support through collaboration with local agencies such as South Dublin Local Enterprise Office and South Dublin Chamber of Commerce continues to be a priority.

### Heritage and Tourism

Heritage and Local Studies are one of the great strengths of our library service. The culture and memory of the County are held in our local studies collection, ensuring that these precious resources are available for all, both now and into the future. This award winning local studies collection will continue to be an area of focus over the next five years. Given the success of South Dublin Libraries' 1916 celebrations, collections relating to the centenaries of the War of Independence and Civil War will be actively developed. The successful History and Heritage summer events programme will be continued whilst exploring other avenues to promote the rich heritage of South Dublin County, building on our close relationships with



South Dublin County Council's Heritage Officer and the County Promotion Unit.

### **Culture and Community**

It is evident from the findings of the online survey that by providing the public with access to a wide range of services such as computer courses, Internet, education and cultural programmes, the library is perceived as a valued community hub. Our branch libraries are regarded as community living rooms for reading, self-learning, cultural enhancement, connecting, communicating, and accessing information and entertainment. We will continue to deliver diverse and inclusive cultural events.

## **Making it Possible**

Implementing this plan and delivering on the strategic programmes will draw heavily on current resources and strengths, and require further support in a number of areas, primarily:



**Staff Development**



**Collection Development**



**Budget**



**Capital Programme**



**Analysis**



# Mission Statement

---

**To enrich the quality of life in South Dublin County by promoting access to a broad range of knowledge, information, technology, culture and heritage, in a welcoming, inclusive and supportive way.**





# Profile of South Dublin Libraries

---

South Dublin Libraries offer a relevant and dynamic service across South Dublin County, with full and part-time library branches, a digital hub and a mobile library service. A wealth of online resources are available from our website. South Dublin Libraries endeavour to provide a trusted, accessible and comprehensive service to the diverse communities across South Dublin County.







The County has 9 main villages: Clondalkin, Lucan, Palmerstown, Rathfarnham, Tallaght, Templeogue, Saggart, Rathcoole and Newcastle. South Dublin County is bounded by the adjoining counties of Wicklow, Kildare, Dublin City, Fingal and Dun Laoghaire-Rathdown.

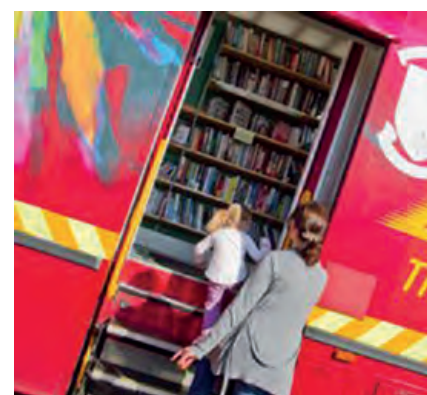
South Dublin Libraries are positioned within the Economic, Enterprise and Tourism Department of South Dublin County Council, and operate through a network of branch libraries across the County, serving a population of 278,767 (Census 2016). We enjoy excellent working partnerships with other departments within South Dublin County Council most notably Social Inclusion, Environment, Community,

Tourism and Promotion, and South Dublin Local Enterprise Office.

The service is staffed by approximately 100 staff, including professional, non-professional and support staff. Currently we continue to recruit in order to reach the projected figures under the Work Force Plan.

### Branch Library Network

South Dublin Libraries operate 8 service points: 5 branch libraries, two part-time libraries and a library digital hub. There is also an extensive mobile library service. The branch libraries are well established at Rathfarnham (Ballyroan), Tallaght (Castletymon and County Library), Clondalkin, and Lucan. These range from



the Carnegie building housing Clondalkin Library to the award-winning modern Ballyroan Library. Ballyroan Library was completely re-built in 2013, as committed to in our Library Development Plan 2012-2016, and now provides a rich spatial experience to users from all parts of the local community.

The building of a modern, purpose-built library will commence summer 2018 in

## Profile of South Dublin Libraries



Castletymon, replacing the former leased building, and be delivered over the course of this plan. Construction on a new library in North Clondalkin will also begin in summer 2018 providing a state of the art purpose-built community library in an area not currently served by a permanent library service. These new libraries will be an exciting expansion for South Dublin Libraries, greatly enhancing the quality of service and life for the communities they serve.

A library digital hub is located at the Palmerstown Shopping Centre, and part-time libraries are available at Whitechurch and the Stewarts Care facility. The library digital hub in

Palmerstown, the provision of which was outlined in the last Library Development Plan, was opened in June 2017, offering the community a beautifully equipped space to learn, read, enjoy cultural events and avail of digital resources. Palmerstown Library Digital Hub currently serves a population of 11,216.

South Dublin Libraries' Mobile Library Service visits over 40 public stops across the County, as well as providing regular book drops to schools, crèches, and nursing homes. Three of four vans are wheelchair accessible and all carry a wide range of materials. The Mobile Library Service also facilitates the Home Delivery Service, a

valuable resource for those who have difficulty accessing their local library. Under its commitment to literacy development across the county, the mobile library service is actively engaged in Family Fun in the Park and Fiosracht (a joint project with Institute of Technology Dublin, South Dublin Libraries and Foróige), and in the delivery of early literacy development activities in pre-schools and crèches.

All library service points offer RFID self-service machines, successfully introduced since the last Development Plan, a large diverse range of materials to borrow, and computer access with printing, including 3D printing





**Still bringing joy, learning, sharing, creating and growing to the community.**

Public Survey



in County Library Tallaght and Ballyroan Library. Free access to internet and Wi-Fi and computers, available across our network, is particularly significant in South Dublin County where 10.6% of residents do not have Internet access and 23.4% do not own a personal computer (Census 2016). South Dublin Library branches maintain extensive opening hours, with late opening four nights a week and Saturday opening weekly.

### Online Resources

Our library website, [www.southdublinlibraries.ie](http://www.southdublinlibraries.ie), provides access to library resources around the clock. Over the course of the past

five years since the previous Development Plan, our online resources have been enhanced and enriched. Apart from the options of renewing or ordering materials, the website facilitates access to the online collections such as RB Digital (online magazine portal), Borrow Box (for eBooks, audio books and other materials), Source (digitised local studies material), VisionNet (business database), Universal Class

(online courses in a variety of subjects) and much more. An online booking system is also provided for library based activities.

Over the course of this plan the website will be redesigned in order to fully capitalise on its resources and enable easier access to the wealth of information and learning opportunities available there.

#### Borrowbox

free eBooks and Audiobooks to download

#### RB Digital

free digital Magazines to download

#### Mango

online portal to learn new languages

#### Irish Newspaper Archive

the world's largest online database of Irish Newspapers

#### Universal Class

offers over 500 online Continuing Education Courses

#### Britannica Library

provides information, image and video content

#### Tumble Book Library

Ebooks, read-along stories, videos and audiobooks for children

#### ProQuest

a single interface for accessing newspapers from around the world

#### Comics Plus

online service for reading digital comic magazines for all ages

#### Vision-Net

company information for Ireland and the United Kingdom

## Profile of South Dublin Libraries



### The last Five years

There have been many developments in the services provided by South Dublin Libraries since the previous Library Development Plan, which covered the period 2012–2016.

#### Implementation of the National Library Management System

Provision of our library service has been enhanced by the successful implementation of the national library management system. This has facilitated access for the public to libraries and collections nation-wide. All library service points offer RFID Self-Service Machines successfully introduced since the last Development Plan.

#### New Libraries

South Dublin Libraries have always aspired to provide welcoming and democratic library spaces. In June 2013 Ballyroan Library re-opened following a complete re-design which has given the community a wonderful, future-proofed

library facility. In June 2017 the Palmerstown Library Digital Hub was opened on a part-time basis, and has already proven very popular with the local community.

#### Red Line Book Festival

Celebrating culture, creativity and the imagination was a key objective for South Dublin Libraries in the previous plan and continues to be a priority for the service today. Under this remit the Red Line Book Festival has gone from strength to strength over the past seven years. The annual Red Line Book Festival promotes the enjoyment of reading and literature in South Dublin County while at the same time showcasing our library branches and cultural venues, for example Civic Theatre Tallaght, Rua Red Arts Centre, Rathfarnham Castle and more.

#### Local Studies

South Dublin Libraries play a key role in recording the County's culture and memory

through the work of our Local Studies Team. It played a significant role in the successful 1916 Commemorations which took place across the County. The heritage of the villages of the County has been highlighted in the development of the Historic Walks app. The team also made a significant contribution to the wealth of information available at the new interpretative centre at Round Tower, Clondalkin.

#### Staff

The lifting of the national embargo on recruitment and the subsequent implementation of a Workforce Plan for South Dublin Libraries has been a significant development since the previous Library Development Plan. Staffing requirements at all grade levels were reviewed and a large number of new staff have been recruited to comply with the Workforce Plan.





# The Communities We Serve

---

**As per Census 2016, South Dublin Libraries serve a population of 278,767, a 5.1% increase since 2011. South Dublin Libraries value the communities we serve and strive to reflect their changing needs in our educational, cultural and recreational programmes.**







**Relevant,  
dynamic service  
leading the  
way in the  
community.**

Public Survey



82,115 children aged up to 19 years reside in the County, with 21,733 of these aged 0–4 years, making us a county with a significant young population (29%). We also have an ageing population with 59,472 aged over 55 years (21% of the total population). The fact that we have one of the fastest growing ageing populations of over 65s, alongside a growing young population, has implications related to tailoring services to meet the needs of these users both now and into the future. Furthermore, the population of South Dublin is expected to continue to expand with the proposed development of a new town at Clonburris catering for between 22,000–24,000 people over the next 20 years (LECP 2016–2022). Serving this new town will provide both opportunities and challenges for the proposed new library at North Clondalkin.

South Dublin County is now home to huge ethnic diversity with 120 nationalities and the 5th highest number of non-Irish national residents in the

#### South Dublin County: Census 2016



**Total Population**  
278,767 (up by  
5.1% since 2011)



**Children**  
82,115 (21,733 aged  
0–4 years)



**Over 55 years** –  
59,472 (21% of  
total population)



**Households**  
92,523 (11,705 single  
parent families)



12.8% over 15 years of age  
with no formal or  
primary only education



**Fastest Growing Areas**  
Saggart-Citywest, Rathcoole  
and Tallaght-Springfield



**Rate of Unemployment**  
13.3% county-wide



10.6% of the population do  
not have internet access,  
23.4% do not have  
a personal computer

## The Communities We Serve



state (13.2%). The proportion is significantly higher in certain areas, with the figure in Lucan standing at 19.6%. Members of the Travelling community account for 2,208 residents, which is the second highest population of Travellers after Galway.

In terms of economic activity, there are 6,000 businesses based in South Dublin County, and 184,000 people of working age in the County in 2016. The rate of unemployment county-wide is 13.3%, slightly higher than the average rate for the Dublin region. There are four unemployment

blackspots in the County: Tallaght-Killinarden (32%); Tallaght-Fettercairn (28%); Clondalkin-Rowlagh (27.2%); Clondalkin-Cappaghmore (32.2%). This is a demographic that we will continue to reach out to, building on relationships forged with relevant agencies such as the Intreo Offices and the Education and Training Boards, and creating initiatives under the national Work Matters and Right to Read support programmes.

With regards to education, 20,772 (11.9%) aged over 15 years of age have either only primary education or no

formal education at all. South Dublin has a particularly low proportion of people with degree level qualifications (28%) compared to the rest of the Dublin Region (38%). At the same time, South Dublin is home to The Institute of Technology Tallaght (ITT) with over 4,500 students. Reading and Literacy is one of the key themes in this Library Development Plan, alongside Lifelong Learning. These strongly underpin our commitment to literacy and skills development, in turn helping to address any skills deficit across the County.

### Summary of Library Usage during 2017



**44,492**  
Active Patrons



**859,648**  
Visitors Actual



**484,211**  
Visitors Virtual



**A place where  
knowledge,  
community and  
imagination  
unite.**

Public Survey



Significantly for our service, in terms of computer usage/ownership, 10.6% of the population of South Dublin County do not have Internet access and 23.4% do not own a personal computer (Census 2016). In light of this, the availability of, and access to, ICT resources at our libraries is of particular relevance. Given the constant changes in the area of ICT, these resources must be continually evaluated to ensure that we offer technology that is current and relevant.

Census 2016 revealed that the fastest growing areas in South Dublin County have been Saggart-Citywest, Rathcoole and Tallaght-Springfield. Over the next five years, consideration will be focused on opportunities to expand the library branch network, taking into account suitability and resources available.



**1,160,553**  
Items Borrowed



**323,252**  
Internet & Wi-Fi Uses



**4,064**  
Events Hosted

# Consultation Process

---

**The preparation of the Library Development Plan involved consultation with stakeholders including users and non-users of the service, library staff, other departments within South Dublin County Council, community groups, agencies and the Public Participation Network.**





A variety of mechanisms including public consultation, surveys and focus groups was used. Our approach to producing the South Dublin County Library Development Plan was based on the following:

- Strategic Analysis and Assessment of User Needs
- External Environmental Analysis
- Stakeholder Consultation
- Internal Environment Analysis
- SWOT Analysis
- PESTEL Analysis

## Methodology

The specific methods utilised were:

- Desk-top Research to review and analyse all relevant policy documents at local and national level. See Appendix 1 for list of references
- PESTEL Analysis Strategic Planning Workshop with key staff in South Dublin County Council to analyse external factors influencing the Library Development Plan over the next 5 years
- Stakeholder engagement with users and non-users through a public survey, attracting almost 1,000 responses
- Public Focus Groups at Ballyroan Library, Lucan Library and Rowlagh Women's Group North Clondalkin
- Disability Panel, South Dublin County Council
- Open Forum at County Library Tallaght involving stakeholders, councillors, senior staff of South Dublin County Council and members of the public



## Consultation Process

### Public Survey

An online public survey was designed to capture the profile of the users of South Dublin Libraries and their overall experience of the library service. The online public survey was posted on all the public access computers across the library network, and on the consultation portal on the South Dublin County Council website. It was distributed through the Public Participation

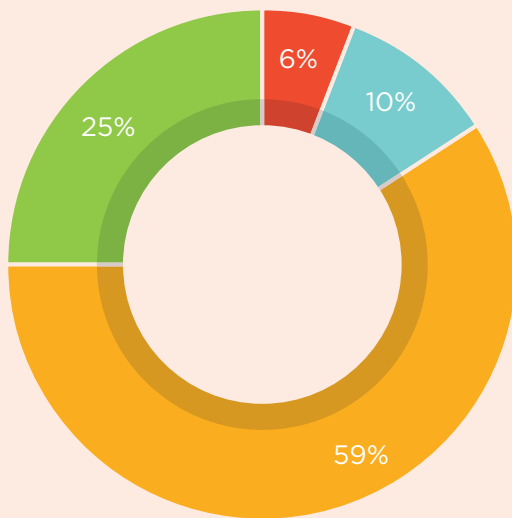
Network. Printed copies were circulated at all service points, library events, Red Line Book Festival events, and among community groups. Over 1,000 questionnaires were returned and the survey had a wide reach across the county. This was evident in the respondents which came from all parts of South Dublin with the exception of Ronanstown where there were no respondents.



**A hub for social inclusion and community engagement.**

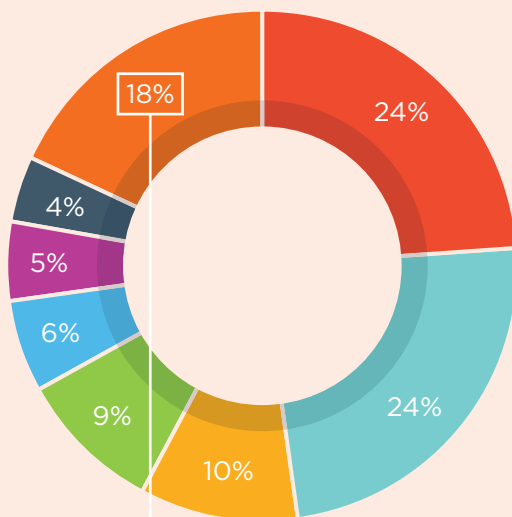
Public Survey





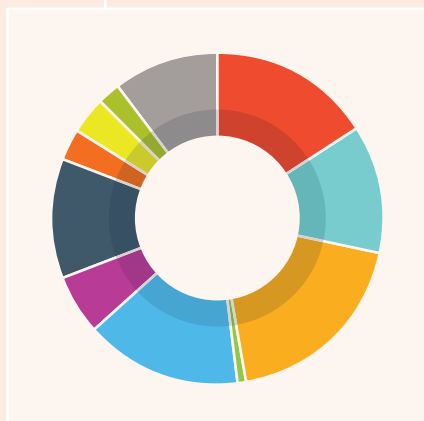
#### Age Profile of Respondents to the Public Survey

- Aged between 12-15
- Aged between 16-22
- Aged between 23-54
- Aged 55+



#### Residential Area of Respondents

- Tallaght
- Lucan
- Clondalkin
- Rathfarnham
- Knocklyon
- Palmerstown
- Templeogue
- Other



#### Residential Area of Respondents (Other Breakdown)

- Adamstown
- Ballyboden
- Ballyroan
- Edmondstown
- Firhouse
- Greenhills
- Jobstown
- Newcastle
- Rathcoole
- Rockbrook
- Saggart

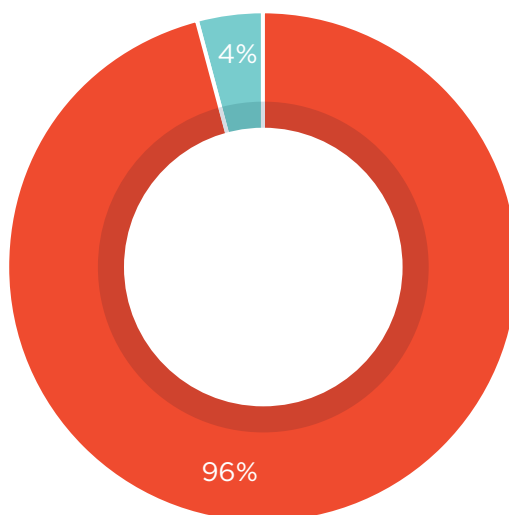


## Consultation Process



**The library  
benefits  
community  
interaction  
through courses.**

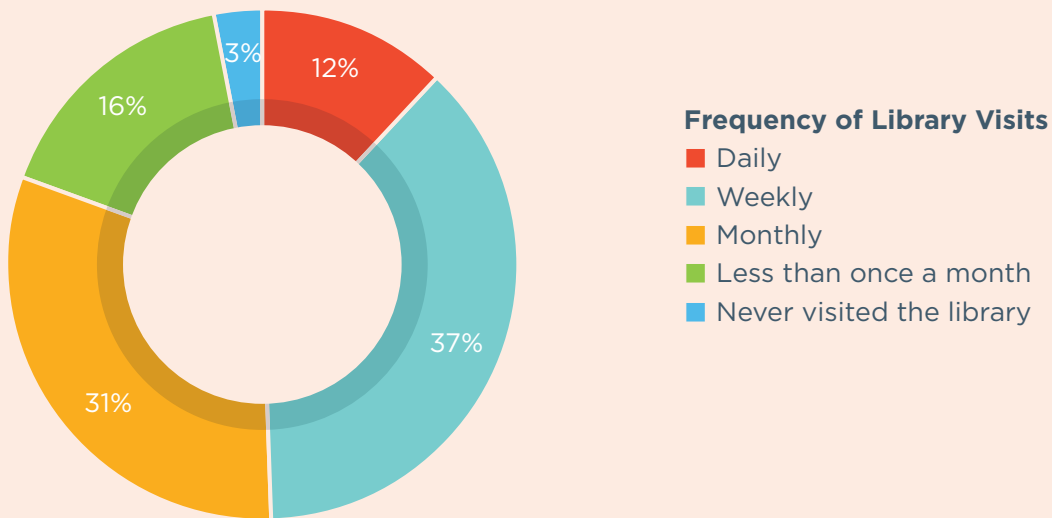
Public Survey



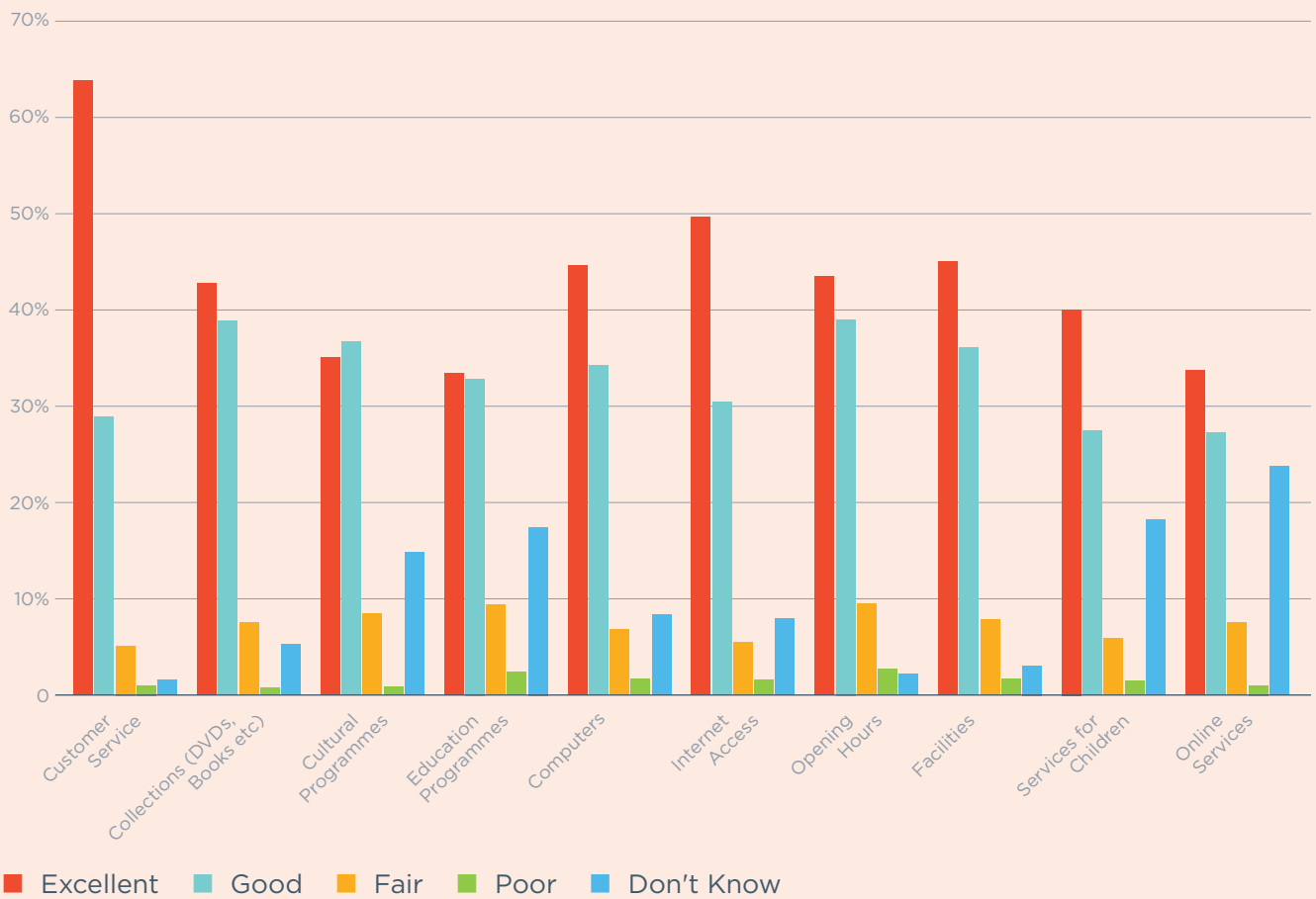
**Number of People  
with a Library Card**

■ With  
■ Without



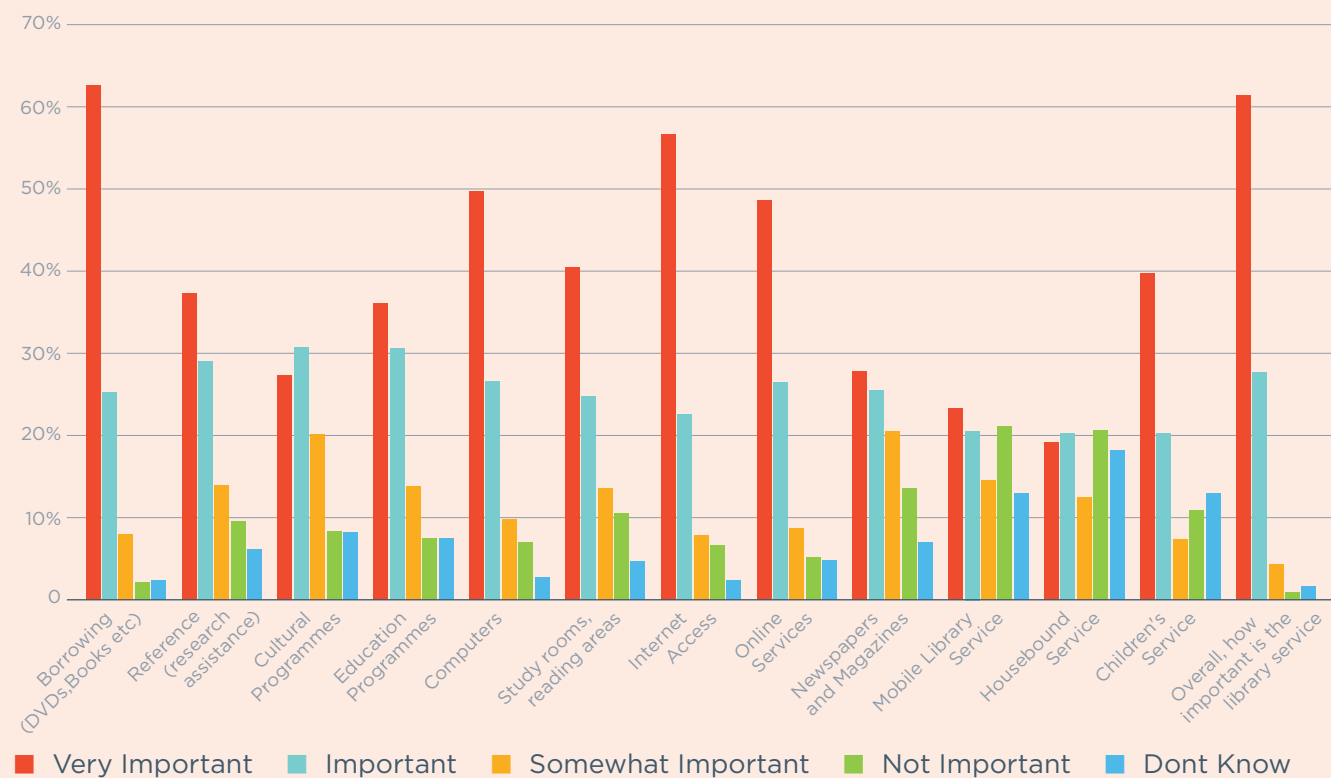


### Rating of Library Services

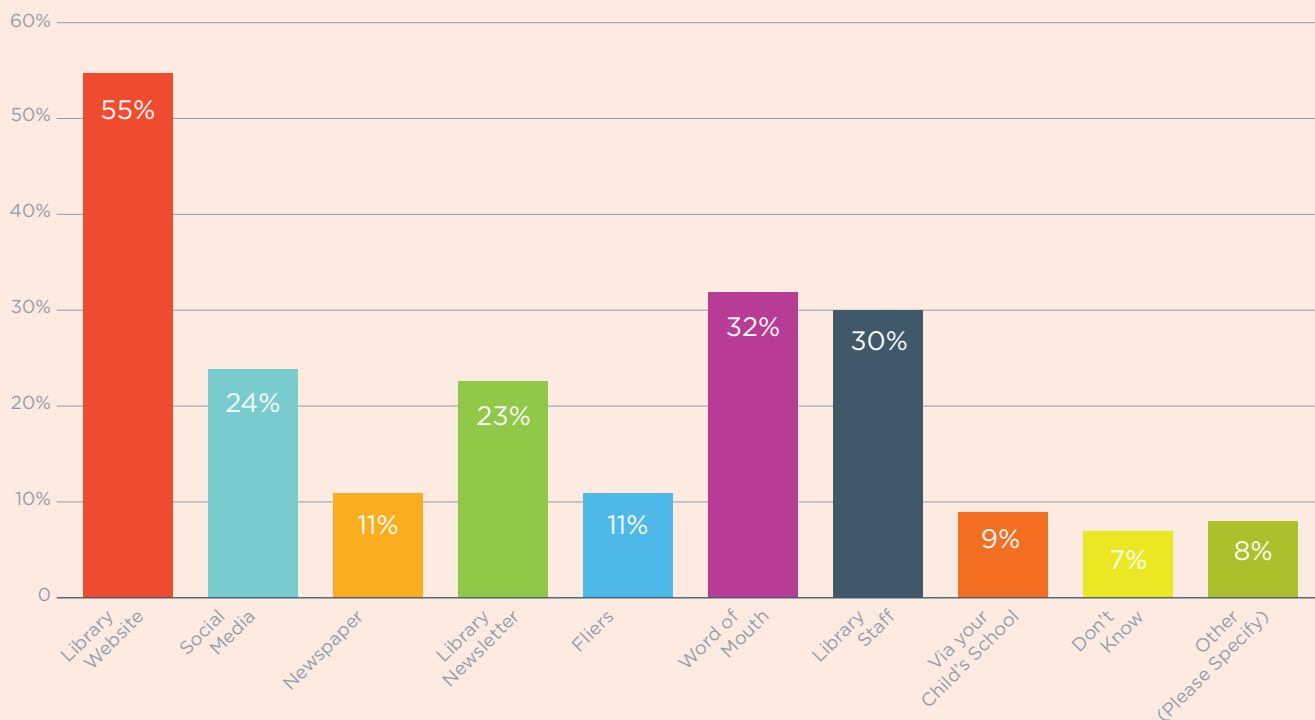


## Consultation Process

### Importance of Library Services



## How People Find Out About Library Services



The high level of “don’t know” responses across areas such as *Online Services, Services for Children, Education and Cultural* programmes provide useful insights into a potential lack of awareness or lack of engagement among the respondents of the range of services that the Library provides.

### How the Library Service benefits the community

The Library Service benefits the community in multiple ways. In addition to providing the public with access to a wide range of services such as computers, Internet, education, cultural programmes and courses, it is also a valued community hub. The library is a local space and meeting place where “*children can come together and learn about different things, for free*”; which provides educational opportunities and “*benefits community interaction through courses*”. It is a valued study and learning environment and



**The library allows me to enjoy my passion for books and to pass this onto my child.**

Public Survey



## Consultation Process

provides “access to knowledge for those who can’t afford to buy books/DVDs etc.” It is considered an “essential cultural and social outlet”. The important role of the library in introducing children to reading was also noted and summed up in the comment that “it allows me to enjoy my passion for books and to pass this onto my child”.

### How could the Library Service be improved?

The main recommendations focused on areas such as longer opening hours where people suggested different options such as Sunday opening; opening longer on Saturday; later opening hours and 9am opening. Staff and Customer Service was another area that respondents felt could be improved such as upskilling staff in IT to support users. Other areas for improvement centred on Wi-Fi/Internet access, more Children’s Activities, more study areas, desks, reading rooms, new books and books available in different foreign languages.

In summary, the results of the Public Survey indicate that Library Services are deemed very important to users particularly in the areas of Borrowing Materials, Internet Access, Computers, Online Services, Study Rooms, Children’s Services, Reference, Education and Cultural Programmes. While the quality of the Library Service is considered very good, the survey has pointed to areas

for improvement in Customer Service, Internet Access, Computers, Opening Hours and Collections. The Library Website is a very important platform to access information alongside more traditional formats.



**The library provides access to knowledge for those who can’t afford to buy books/DVDs etc.**

Public Survey



## Public Consultation

In addition to the online survey, public consultations were conducted in the form of three Focus Groups and one Public Forum to capture how people use the library service, what’s working well, identify areas for improvement and gather feedback on what the public felt would be an important legacy of the next Library Development Plan. The feedback from these consultations is captured below in the form of key strengths, areas for improvement and outcomes for the Library Development Plan. There were many strengths identified during the focus groups and a high level of use of the diverse services that the Library offers.

### Range of Collections

The range of collections across DVDs, Audiobooks, Books, Magazines, and Newspapers are an extremely valued part





of the library service. One parent mentioned that that they come to borrow books to improve children's reading and language ability, borrowing up to 15 books for their children every 2 weeks. Other comments related to the value of this free service and how the library is an excellent example of good use of taxpayer's money.

### Festivals, Events, and Courses

Access to festivals, exhibitions, talks, cultural events, and readings were considered to be important in terms of reaching different audiences and providing diverse platforms to promote the library service and creating awareness.

### Community Hub

The library is also considered as an important Community Hub, providing access to public information through its staff and materials, serving as a meeting place for groups, for *"social networking for over 55s"* and supporting the health and wellbeing of those in the community. An example of the photography society in Ballyroan Library shows the value of the library space to communities.

### Space

Access to space to support a diverse range of uses is a key resource whether that is quiet space for reading, study space and safe space for children to read and learn. An example was given of one child who came to their first story-time session in the library and really enjoyed it, listening very well and better than when she's read to at home.



## Key Challenges

### • Lack of Awareness of the broad range of Library Services

It was evident during the focus groups that awareness of the wide range of services available through the library could be improved. One participant mentioned that they were not aware that they could place a hold on a title that could be ordered from other libraries. Others were not aware of book clubs for adults and children in Lucan Library.

### • Lack of Awareness of the National Library Card

This is a service that was not widely known among users. In addition, it was also suggested that a gender neutral junior library card image be created as one parent observed that while

her son loves the library, he didn't feel the library card was "his" card as it has a girl on the front. Recent marketing initiatives such as the Healthy Ireland at your Library is a good example of a promotional campaign that could work to raise awareness of the National Library Card.

### • Quiet Space

While users place an enormous value on access to space in the library, the issues of noise created by other users, particularly children and teenagers, was having a negative impact on the quality of environment making it difficult to read. One user suggested noise cancelling headphones as a solution while other users emphasised the important role of parents to actively manage their children when they are in the library.

## Consultation Process

- **Joining the Library**

One participant pointed out the potential issue of requiring an email address to join the library as a number of users would not have access to a computer or smartphone. The suggestion of a mobile phone number option was raised given the increase in mobile phone usage in Ireland.

- **Audience/User focussed**

The importance of tailoring library services to the needs of different user groups to enhance the overall user-experience was raised. This included an assessment of the needs for teenagers to better understand their interests. Other ideas included offering free basic information on computers to older people; larger type or audio books for older people and grouping books according to age groups as parents struggle to choose books for their children.

- **Broaden out the Collections**

To lend CD Players/MP3 Players/USB sticks and make more books available online.



- **Local Community Hub**

Greater use as a hub for local community and targeted promotion such as to active retirement groups who are always looking for things to do. There were suggestions on how to involve the public more and invite ideas on talks, books reviews, community events, reader reviews, offer usage of space the business community and have outside space in the summer where people can eat their lunch and read a book.

- **Language support**

Provide language and literacy support to those whose first language is not English. Ideas

such as a language café facilitated by library staff or drop-in café were also suggested.

- **Website and Social Media**

Develop a more user friendly online database search as people are used to using more sophisticated online sites such as Amazon and libraries in universities.

- **Courses**

Explore the potential to develop taster courses for computers/blogging and also look at the opportunity to video the courses and upload them on the website to support





e-learning/online learning.  
Also run more day-time  
activities e.g. 11am/3-4pm.

- **Mobile Libraries**

Use the mobile library  
service to have a presence at  
various community festivals  
and as satellite libraries, for  
example, visiting community  
centres staffed by volunteers,  
ensuring some library  
presence in every area.

- **Vision and Mission**

Greater clarity on the libraries'  
core mission and vision,  
and measurable targets to  
evaluate impact and success.

## Legacy And Future

Participants were asked to describe in a short sentence or a set of words, what they would like to see as the legacy of the 2018-2022 Library Development Plan. Many rich and diverse responses were given by people who attended the workshops and included comments such as:



**A hub for social  
inclusion and  
community  
engagement.**



**A place where  
knowledge,  
community and  
imagination unite.**



**Accepted,  
utilised and fully  
informative.**



**A leading vibrant  
cultural centres  
in Dublin.**



**Relevant, dynamic  
service leading  
the way in the  
community.**



**Still bringing joy,  
learning, sharing,  
creating and growing  
to the community.**



**One stop  
knowledge shop.**



Others referred to the importance of supportive staff, literacy groups, engagement with children, community-based, accessible and user-friendly services, as well as having quiet rooms and a place for people who need information and knowledge.







## Consultation Process

### PESTEL Analysis

Political	Economic	Social
<ul style="list-style-type: none"> <li>• Change of Government = change in policies</li> <li>• Value placed on libraries</li> <li>• Left vs Right</li> <li>• Change in Department – Rural and Community Affairs</li> <li>• Local Election 2019</li> <li>• Activation by Councillors in view of local election</li> <li>• Role of LGMA</li> <li>• Change of Manager/Director</li> <li>• Influence of Community Groups</li> </ul>	<ul style="list-style-type: none"> <li>• Money – funding</li> <li>• Pressure of more pressing concerns i.e housing</li> <li>• Shortage of Capital funding</li> <li>• Economic uncertainty – Brexit</li> <li>• Procurement – shared services</li> </ul>	<ul style="list-style-type: none"> <li>• Change in demographics – population</li> <li>• Cultural Diversity</li> <li>• Homelessness</li> <li>• Pressure on Families</li> <li>• Mental Health etc.</li> <li>• Extent of Range of Users/ Potential Users</li> <li>• Education</li> <li>• Literacy – digital/information/ conventional</li> <li>• Social Exclusion/non-users</li> <li>• Social Policies – gender/cultural</li> <li>• Perception/Promotion</li> <li>• Time poverty</li> <li>• Employment conditions</li> <li>• Response to Changes</li> <li>• Community spaces</li> </ul>
Technological	Environmental	Legal
<ul style="list-style-type: none"> <li>• Rapid Expansion in Technology</li> <li>• Progress of LMS</li> <li>• Traditional delivery of services needs to change</li> <li>• Open Libraries</li> <li>• Delivering more technological based services: iPads/ smartphones</li> <li>• STEAM</li> <li>• Profiling/Beacon Technology</li> <li>• Digitisation</li> <li>• Extra opening hours</li> </ul>	<ul style="list-style-type: none"> <li>• Impact of new housing on Environment</li> <li>• Library expanding service to reach new estates</li> <li>• New models of libraries</li> <li>• Green Procurement</li> <li>• Use of space within our libraries</li> <li>• Role of tourism – protecting natural heritage</li> <li>• Directives – environmental</li> <li>• Traditional view vs Popular – New SDZs + obligations</li> <li>• Social/Neutral spaces</li> </ul>	<ul style="list-style-type: none"> <li>• Data Protection / GDPR</li> <li>• EU Regulation</li> <li>• Garda Vetting</li> <li>• Volunteerism</li> <li>• CCTV</li> <li>• Regulations outside of our control</li> <li>• Issues arising from shared services</li> <li>• Health and Safety – accessibility</li> <li>• Risk Assessment</li> <li>• Requirement for reporting growing</li> <li>• Freedom of Information</li> <li>• Culturalism</li> </ul>

## Consultation Process



## S.W.O.T Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Excellent Staff</li> <li>• Brand</li> <li>• Inclusive</li> <li>• Community Links</li> <li>• Community Support</li> <li>• Political Goodwill</li> <li>• Good infrastructure</li> <li>• Funding</li> <li>• Opening Hours and Accessibility</li> <li>• Professional Service</li> <li>• Creative</li> <li>• Online service</li> <li>• Embrace change</li> <li>• Collections</li> <li>• Local Studies Department</li> </ul>	<ul style="list-style-type: none"> <li>• Brand – confusion</li> <li>• Communication</li> <li>• Cohesion</li> <li>• Lack of Research/Evaluation/Feedback/Analysis on what we do</li> <li>• Reactionary</li> <li>• More reflection needed</li> <li>• Staff Training</li> <li>• Promotion/Marketing – targeting non users</li> <li>• Geographical Spread</li> <li>• ICT – More do to</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• New Building</li> <li>• New Services</li> <li>• Shared Services</li> <li>• Technology/STEAM</li> <li>• Demographics</li> <li>• New staff/new ideas</li> <li>• New partnerships with South Dublin County Council Departments and others</li> <li>• Collaborations</li> <li>• National initiatives</li> <li>• Local identity</li> <li>• Training/Professionalism</li> <li>• Social Media</li> </ul>	<ul style="list-style-type: none"> <li>• Technology</li> <li>• Political Environment/Change</li> <li>• Loss of Identity</li> <li>• Regulations – too much</li> <li>• Google Search</li> <li>• Staff mobility</li> <li>• Public Expectations</li> <li>• Economic Factors</li> <li>• Changing demographics</li> <li>• Open Libraries</li> </ul>







# Research Outcomes

---

The research conducted as part of the consultation process for the Library Development Plan identified a number of themes to be reflected as key strategic objectives and actions.



### **Vision, Mission and Purpose**

In the course of the consultation process, it has emerged that South Dublin Libraries should have a very clear mission statement outlining its purpose to guide its work, and also to help communicate to the diverse communities that it serves. The Plan also provides the opportunity for South Dublin Libraries to show leadership in how it is shaping the future of the library service in the 21st Century.



### **Marketing and Promotion**

An on-going awareness-raising campaign to promote the Library Services across a range of traditional and online platforms with specific areas of focus.



### **Staff Development**

Develop leadership at all levels of the workforce engaging in organisational development to further enhance the contribution of all staff to the Library Service.



### **Information, Communication and Technology**

Explore, exploit and invest in the potential of ICT to improve the overall Library Service.



### **Digital Literacy**

Development and promotion of informal education and training opportunities in the areas of digital literacy for young people and adults with specific areas of focus.

## Research Outcomes



### Quiet Space

Explore ways of creating an environment that respects the needs of all users from the very young to the very old, in order to maintain a quality library experience, particularly in the busier libraries.



### Local Studies and Resources

Harness the potential of the huge resources and expertise in Local Studies, cultural heritage and history within the library service to benefit both South Dublin County Council and the local community.



### Opening Hours

Promote greater awareness of the extent of existing opening hours.



### Audience Development

Promotion of inclusive engagement across the community with specific emphasis on the non-user



### Measurement and Impact

Development of a process for the collection of standardised statistics and evidence-based reporting to provide more in-depth information on people's experiences and observations of the Library Services.



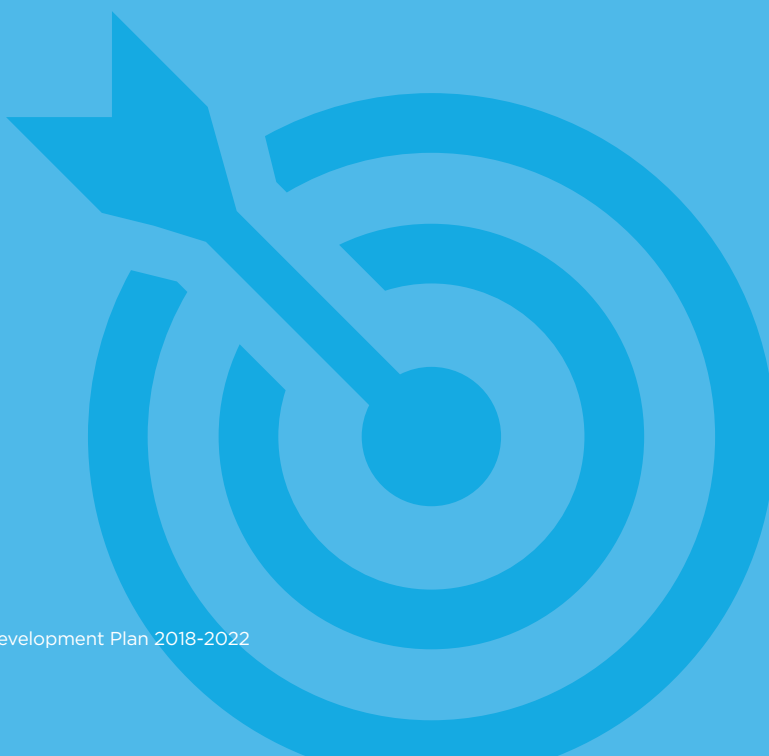




# Key Objectives

---

**Having examined our existing facilities, the demographic profile of the communities we serve, and the findings from the extensive consultation process, six key objectives have been identified.**



## Objective 1: Reading, Literacy and Digital Literacy

The promotion of reading and the development of literacy is at the core of our library service. Literacy encompasses significantly more than reading and writing. The capacity not just to read but to understand and critically appreciate different forms of communication is a key skill. Literacy empowers us, providing us with the skills to access long term social, educational, health and economic benefits, and places us firmly on the road to lifelong learning. A free public library service is uniquely placed to support and grow literacy skills and facilitate the discovery of reading, creativity, and innovation.

Libraries play an essential role in nurturing the reading habits of children from a very early age and stimulating imagination and creativity. This includes working very closely with schools and families and also providing innovative programmes to improve and support literacy amongst young people. There is a strong relationship between our libraries and many of the schools in the County. These relationships will be further developed and new ones forged with hard-to-reach and new schools during this plan.

Technology influences the way people live their lives and connect and engage with public services. The ability to interact as a digital citizen is an important skill. Hand-in-hand

with traditional literacy, the development and promotion of informal education and training opportunities in the area of digital literacy will be a priority of our service.

South Dublin Libraries is committed to strengthening existing networks, supporting local and national strategies, and building on the partnership approach in delivering a systematic literacy support service. Working through the nationally coordinated Right to Read framework for literacy support and development is a priority across the library network.

### Actions:

- Identify a Right to Read Co-ordinator, and compile an annual Right to Read Action Plan outlining our strategies
- Maintain comprehensive and contemporary literacy resource collections in all branches
- Provide regular literacy awareness training for all staff
- Develop and deliver programmes for adult and family literacy
- Actively target local schools offering class visits and events, to highlight to teachers and pupils our many literacy and reading development resources
- Provide and promote the TTRS (Touch Type Read Spell) facility across the branch network, while investigating other reliable software and apps which support literacy
- Facilitate and promote book clubs in all branches
- Encourage reading for leisure through book displays and promotions
- Organise and facilitate creative writing groups for diverse groups
- Incorporate Plain English Guidelines into promotional materials
- Ensure that our libraries are user-friendly, incorporating clear signage, and designed to ensure ease of access to collections
- Continue to adhere to guidelines in pursuance of retention of South Dublin as a Literacy Friendly Council
- Delivery of programmes, from basic to advanced, designed to develop and enhance digital literacy skills, with a particular focus on adult and older users
- Continued development of STEAM (Science, Technology, Engineering, Arts and Mathematics) programmes for young people
- Network with external organisations to deliver on digital literacy programmes, and to engage in best practice.





## Key Objectives

### Objective 2: Marketing and Promotion

Since the previous Library Development Plan, we have witnessed profound changes in how we communicate and advertise our services.

Statistics monitoring social media released by IPSOS MRBI compares social media account ownership and usage in Ireland in the 12 months to April 2017:

- Facebook remains the dominant social media platform at 57%
- Facebook has the largest proportion of its members using it daily (74%)
- Instagram has seen the largest increase from 23% to 28%
- LinkedIn usage is at 28%, an increase of 2% on the previous year
- Twitter account ownership has declined 4% to 25%
- 28% of over 15 year-olds now use Instagram

It was evident from the information gathered during our focus groups that awareness of our wide range of services could be improved. South Dublin Libraries will undertake an on-going awareness-raising campaign to promote library services across a range of traditional and online platforms with specific areas of focus on the development of a social media strategy.

#### Actions:

- Redevelop the existing South Dublin Libraries website to offer customer focussed, interactive, easily accessed and streamlined information
- Develop and implement a social media marketing strategy to advertise, and continuously update the range and extent of services and programmes on offer in South Dublin Libraries
- Appoint a social media committee to progress and monitor our online marketing
- Develop a promotional video to raise awareness of library services
- Using this video, actively target schools in the County
- to increase awareness and membership
- Promote the Libraries Ireland identity and participate in any national marketing strategy working towards the development of a recognisable library brand nationwide
- Redesign the current library membership card to reflect a more contemporary image for both adult and children's services
- Monitor and evaluate customer satisfaction through inviting feedback online, a proactive approach from library staff, and the use of customer comment cards



**Facebook**  
Most Dominant Platform



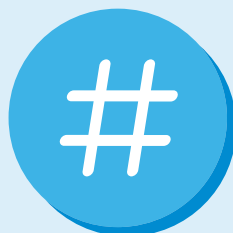
**Facebook**  
Largest Proportion of Daily Users



**Instagram**  
Largest User Increase



**LinkedIn**  
Usage at 28%, up 2% on previous year



**Twitter**  
Account Ownership declined 4% to 25%



**Instagram**  
28% of over 15-year-olds now using Instagram

<https://shawconsulting.ie/2017/08/21/social-media-usage-in-ireland-2017/>

### Objective 3: Information Communication Technology

South Dublin Libraries are continually seeking ways to enhance service delivery. ICT staff ensure that infrastructure, hardware, software and online services are maintained and developed to the highest standard. To ensure the efficient running of the library management system, there is close liaison between our ICT team and counterpart colleagues nationwide. An excellent working relationship continues with the IT Department of South Dublin County Council to trouble-shoot any infrastructural issues.

Over the next five years, we will work to provide an excellent service with cutting-edge development, future-proofing by investigating the latest ICT developments. Attention to school children is foremost in our plans and continued collaborative participation in projects such as Fiosracht and STEAM projects will be expanded. Providing support and technology such as 3D printers will enhance the expansion of Maker Spaces and Digital Learning Centres across the branch network.



#### Actions:

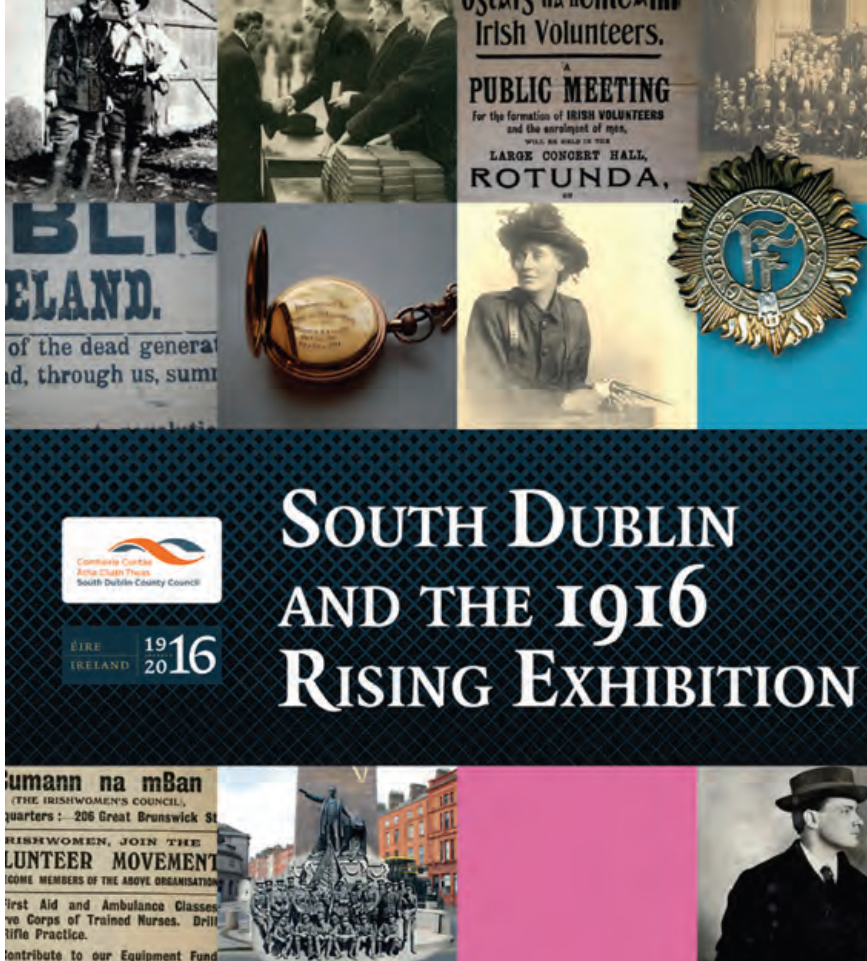
- Re-design of the libraries website, [www.southdublinlibraries.ie](http://www.southdublinlibraries.ie)
- Maintenance of the library management system, including support to staff and liaison with colleagues nationwide
- Continue liaison with suppliers in regard to hardware, software and infrastructural requirements
- Continue liaison with Local Government Management Agency on ICT national projects
- Management of the Source project, the digital system housing Local Studies material
- Staff support and training in ICT infrastructure
- Collation of statistics for local and national requirements
- Management of data protection requirements
- Plotting of library patron location across the county using Eircode and GIS Technology to better assist planning and marketing
- Promotion and championing of STEAM activities for children up to 12 years across the branch network
- Develop *Maker Spaces* in branch libraries providing the necessary technology and support
- Explore opportunities for digital learning centres, building on the experience at Palmerstown Library Digital Hub

## Key Objectives



Accepted,  
utilised and fully  
informative.

Public Survey



### Objective 4: Heritage and Tourism

Heritage and local studies is one of the great strengths of our library service. The culture and memory of the County is held in our Local Studies Collection ensuring that these precious resources are available for all, both now and into the future.

#### Actions:

- Continue to develop the Local Studies Collection and regularly review the Collection Development Policy
- Add digitised material to Source, our Digital Archive, improving access to the Local Studies Collection, preserving rare and valuable materials
- Actively develop collections relating to the Decade of Centenaries sourcing memorabilia and photographs pertaining to this period of our history, and utilise these materials in exhibitions, talks and publications
- Investigate the possibility of further enhancing the award winning South Dublin County Historical Mapping website with additional maps and increased functionality
- Collaborate on joint projects with the Heritage Officer, and provide research support to the County Promotion Unit in the delivery of heritage tourism projects, for example the historic village walks project
- Ensure that customers receive excellent service by providing training for all staff in local studies resources
- Establish a local studies publications grant scheme, and reprint popular local studies publications
- Promote the Local Studies Collection by continued participation in History and Heritage summer events programme, National Heritage Week, and by hosting high profile exhibitions and lectures
- Strengthen links with schools in the promotion of local studies resources by providing information and resource packs, teaching support materials, exhibition tours, class visits and talks to students
- Support Local History Societies in their activities



## Objective 5: Information and Lifelong Learning

Public libraries are ideally placed to facilitate lifelong learning and opportunities for personal progression. Our services encourage engagement in a lifetime of learning and reading. A fundamental strength of the South Dublin Library service is providing free access to information. Increasingly, access to business and employment resources and information, as well as health-related resources, has become a priority.

### Information: Business and Employment Support

In the current climate of economic regrowth, free and easy access to reliable resources for those entering the jobs market, making career moves or progressing a business idea is more necessary than ever. South Dublin Libraries are ideally placed to provide these resources and are a vital source of support. We offer free use of computers, Internet and Wi-Fi, along with free access to the latest tutorial and template packages.

Our website offers a wealth of information and learning opportunities, including

business database VisionNet, and access to Irish and International Newspapers online. Other online resources freely available include: Universal Class with online courses in many topics including career development, business applications, software programmes and self-improvement; Mango for language learning; Borrow box for eBooks and audio books; as well as RB Digital for magazines and periodicals. We also list links to relevant organisations.

Collaboration with local agencies is essential in providing the best options for jobseeker and business support. Our libraries will continue their liaison with South Dublin Local Enterprise Office and South Dublin Chamber of Commerce, building on these relationships under the Work Matters programme. Other partnerships that will continue to be fostered include the Innovation Enterprise (IE) Network who meet weekly in County Library Tallaght and the Education and Training Board (ETB). Having agreed a joint protocol between public libraries and ETBs, we will seek to identify opportunities for ongoing joint ventures.

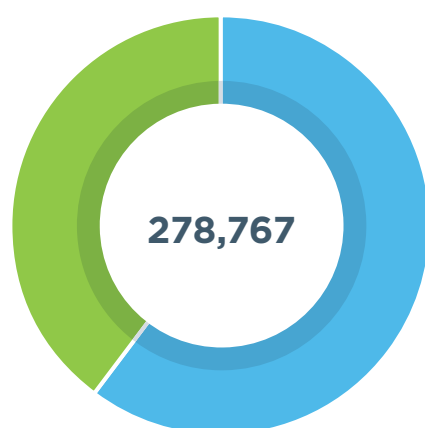
### Actions:

- Full branch participation in the national Work Matters at the Library programme
- Provide quality support to those seeking employment, career development and business information
- Create and maintain clearly-branded, dedicated Work Matters spaces for hot-desking in all of our libraries
- Review and enhance, where required and within budgetary constraints, our computer facilities, template and tutorial packages, printing and scanning facilities (including 3D printing)
- Build on the working relationship with South Dublin LEO, South Dublin Chamber of Commerce and other relevant agencies with a view to providing the most appropriate and valuable resources
- Continue our participation in the new joint protocol with the local ETB, creating opportunities for their clients to become familiar with library services



## Key Objectives

### South Dublin General Health



■ Very Good (167,663)

### Objective 5: Information and Lifelong Learning

#### Information: Health and Wellbeing

Over half the population of South Dublin County, 167,663, stated that their general health was Very Good (Census 2016). South Dublin Libraries are already actively participating in the Healthy Ireland initiative and it is hoped that through our resources and events, we can support the health and wellbeing of the population of the County.

#### Actions:

- Participate in the Healthy Ireland at your Library programme to inform the public about health issues and encourage them to make positive changes to their lives
- Establish South Dublin Libraries as a reliable and accessible resource for health information
- Review and augment health related material in various formats placing emphasis on evidence-based materials
- Maintain our library buildings to the highest standard to provide access to comfortable, safe, welcoming spaces for the public
- Fully participate in South Dublin County Council's annual Health and Wellbeing Week
- Promote the resources available at the library and online via our website
- Continue to develop partnerships with other agencies in the community and health sector to enhance service delivery and deliver best practice
- Provide opportunities for staff to enhance their own personal wellbeing and resilience





## Objective 6: Community and Culture

### Community

Our branches are welcoming, safe spaces for people to relax, interact socially, access information, and engage in courses to learn new skills. To quote a respondent to our public survey: "It [the library] is an essential cultural and social outlet". Based on findings from Census 2016 and our public consultations, we have identified demographics to which to tailor our services over the course of this Development Plan.

### Services to Older People

As per Census 2016, South Dublin County has one of the fastest growing populations aged 65 and over.

Recently there has been increased awareness of the negative impact of loneliness and social isolation prevalent in modern society (a Loneliness Taskforce has been established in Ireland comprising people from the community, voluntary and medical fields and co-ordinated by Dr Keith Swanick and Sean Moynihan of ALONE). Our branch libraries can play a part in combatting loneliness and fostering cultural development through the services we offer. Cultural events of a diverse nature afford older members of our communities a chance to come together, in a safe social setting. Active retirement groups are especially welcome and encouraged. Intergenerational projects offer an opportunity to tap into the resource that is the life experience of our older citizens. More of these projects will be delivered across the branch network.

All branches actively engage in the annual Bealtaine festival with a programme of events celebrating culture and creativity in older age. Increasingly, our Housebound Service is a valuable resource to those who are unable to access the library in person.

### Actions:

- Continually review our services to ensure that a quality, relevant, stimulating library service is available to our senior citizens
- Pursue digital learning opportunities, ensuring classes offered reflect the fast pace of changes in modern technology
- Continue to programme cultural and lifelong learning activities in our libraries
- Extend intergenerational projects across the branch network, tapping into the resource that is our older citizens
- Fully participate in the annual Bealtaine Festival, and ensure that other themed weeks such as Health and Wellbeing Week, Seachtain na Gaeilge, and Red Line Book Festival, incorporate age-friendly events
- Foster social interaction by facilitating Book Clubs and Writing Groups
- Ensure our library buildings are accessible and provide welcoming, safe places to visit
- Continue to facilitate and expand our Housebound Service, while promoting our wealth of online resources
- Increase awareness of our library services and events amongst our older citizens through liaison with relevant agencies and community organisations





## Key Objectives

### Objective 6: Community and Culture

#### Services to Children and Young People

Census 2016 reported that there are 82,115 young people aged 19 years and under residing in the County, with 21,733 aged 0–4 years. South Dublin Libraries are committed to supporting literacy and learning, and fostering and stimulating imagination and curiosity amongst our young population.

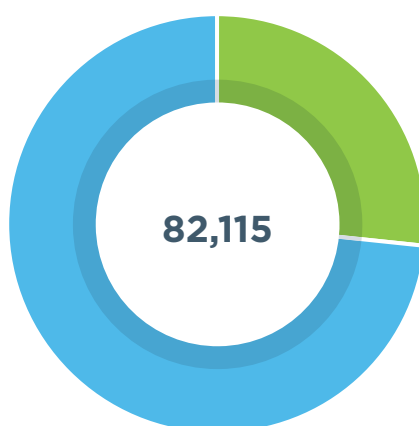
All of our branches have dedicated children's and young adult areas with bright furnishings, study areas, and computer facilities with age-appropriate games and software. Our wide ranging reading materials include our Children's and Young Adult book club and Classroom Novel collections and graded collections for reluctant readers. Family activities include Storytime and Parent and Toddler sessions. Children's book clubs and creative writing groups are facilitated. STEAM learning is supported through the provision of Tech Spaces in our branches and an exciting, comprehensive Science Week festival.

Spring into Storytime, Summer Stars Reading and Children's Book Festival are some of the highlighted programmes offering an exciting range of activities which include visits from writers, storytellers, illustrators and actors, open to all schools in the county. Close relationships between branch libraries and the schools and teachers in their areas are developed and nurtured with class visits regularly scheduled.



#### Actions:

- Identify and map the location of every primary school in the county to assist in developing strong links with teachers across the county
- Continue to explore opportunities for new programmes and ways of delivery to maximise our resources
- Utilise the resources of the mobile library service to target hard-to-reach communities, with particular resources aimed at pre-schools, crèches, and primary schools
- Maintain our Junior and Young Adult stock, physical and online, to the highest level to provide choice, diversity and relevancy
- Participation of all service points in Spring into Storytime and Summer Stars national programmes
- Pilot a project in support of children with special needs and their parents, specifically around the provision of toys, technology and training identified through liaison with healthcare professionals
- Expand and extend the Creative Campus Programme for second level students to all branches
- Deliver exciting and innovative programmes of events during Children's Book Festival and Science Week and other themed weeks



#### People Aged 19 & Under in South Dublin

- 0–4 Years
- 5–19 Years

## Objective 6: Community and Culture

### Culture

South Dublin Libraries are a hive of cultural and artistic activity for all ages. Each year, extensive programmes are created providing a place for discussion, learning and fun activities, connecting people together in a sense of culture and inclusiveness. We work closely with our colleagues in the Arts office in the delivery of the Creative Ireland Programme 2017 – 2022. Workshop events and proposals from local and national facilitators are sourced and welcomed.

Libraries are ideally placed to bring people together and to welcome individuals and members of South Dublin's diverse ethnic population in celebration of worldwide culture. Multi-cultural storytelling and celebrations in music and drama feature highly in programmes for both children and adults. A highlight of our literary and cultural calendar is the annual Red Line Book Festival now in its seventh year.

South Dublin County Council is committed to promoting and celebrating the national language. Seachtain na Gaeilge, a programme rich in celebration of our national culture and

language, takes place annually throughout our branch library network. Clondalkin village area has applied for Lónra Gaeilge status (Irish Language Network). South Dublin Libraries enjoy an excellent working relationship with Áras Chrónáin, the Irish language cultural centre located in Clondalkin.

Library programmes regularly include close liaison with other departments of South Dublin County Council such as Social inclusion, Accessibility, Environmental Awareness. Institute of Technology Tallaght has long been a partner in the delivery of STEAM activities with its participation in Engineers Week and Tech Spaces at our libraries.

### Actions:

- Continue to expand and develop the Red Line Book Festival
- Expand and develop the unique role of the library as an important Community Hub, serving as a meeting place for community clubs and groups.
- Strengthen the development of a cultural quarter by programming events in Rua Red Arts Centre, Civic Theatre and County Library Tallaght during Red Line Book Festival
- Continue to work to ensure ease of access to virtual and physical library facilities
- Continue to support and participate in National Accessibility Week
- Deliver festivals, exhibitions, talks, cultural events, and readings reaching out to different audiences and provide diverse platforms to promote the library service
- Host exhibitions, events and learning activities to help to connect with all communities in imaginative and participatory ways
- Explore opportunities for appropriate service to hard to reach communities, prioritising non-users
- Support the delivery of the Creative Ireland programme 2017 – 2022
- Full engagement in Seachtain na Gaeilge
- Source Bi-lingual Irish/English events for school groups where possible
- Strengthen the links and close relationship with Áras Chrónáin with a view to joint initiatives
- Develop bilingual library signage
- Encourage library staff to avail of training opportunities in the Irish Language offered by South Dublin County Council, to encourage Irish language development and foster its use
- Include the Irish language in promotional material and publications



**The library is an  
essential cultural  
and social outlet.**

Public Survey



# Making It Possible

---

**Implementing this plan and delivering on the strategic programmes will draw heavily on current resources and strengths, and require further support in a number of areas.**





## Staff Development

Staff are the most vital part of our service, and crucial to the implementation of this plan. Our staff are very experienced, diligent and dedicated, supplemented recently by an influx of new talented staff members.

### Actions:

- Endeavour to maintain a full complement of staff in line with the agreed Workforce Plan which will enable us to deliver our objectives
- Utilise the PDP process to enhance and augment existing library services through development of staff skills and interests, particularly in areas such as social media, education and cultural programmes
- Provide Customer Care training regularly for all staff in order to deliver a consistent, quality service in response to the needs of users
- Ensure that communication with staff is clear and consistent across the library team



## Collection development

We provide many services but our unique access to reading materials is essential. Expanding our digital collections and eBooks, as well as maintaining comprehensive collections of quality reading material is vital to our service.

### Actions:

- Maintain book stock and expand digital collections and eBooks

- Provide access to a variety of materials as speedily, efficiently and economically as possible
- Continue to work within the National Framework for the supply of book and non-book material
- Utilise Collection HQ data to make informed purchasing decisions
- Develop a collection of popular foreign language material for ethnic minorities

## Making it Possible



### Budget

We will continue to secure funding to implement a library service which is central to economic and cultural life.

#### Actions:

- Review revenue and capital budgets throughout the next five years to ensure that adequate funding is provided to enable service delivery and to complete identified capital projects.
- Pursue available funding programmes which will supplement delivery and promotion of our strategic goals
- Adhere to procurement guidelines and frameworks, and comply with purchasing procedures
- In accordance with the national public libraries strategy, library fines and charges for library users will be removed

### Capital Programme

Two state of the art community libraries will be opened.

#### Actions:

- Ensure that national public library standards and benchmarks are adhered to and delivered in accordance with the needs of South Dublin County
- The community of North Clondalkin will be served for the first time by a purpose-built library in the heart of the community, and will be a valuable amenity for all the people of the area
- Castletymon will see the replacement of the leased library building in a local shopping centre with a new purpose-built library in a central location
- Over the lifetime of this plan we will explore the possibility of regional service points in densely or fast-growing areas of population



**Still bringing joy, learning, sharing, creating and growing to the community.**

Public Survey





## Analysis

The public consultation process undertaken for the purposes of producing this plan proved interesting and informative, and has contributed to the formulation and proposed delivery of the plan. Continued consultations with public focus groups over the lifetime of this plan would be a very valuable tool in terms of assessing needs and expectations, as well as providing feedback on current levels of progress and service delivery.

Similarly staff consultations proved to be very worthwhile. Staff were both responsive and appreciative. The process provided an opportunity for brainstorming, and provided some valuable insights into the service specifically from the experience of front line staff.



### Actions:

- Consult with individuals and groups to identify service needs
- Meet and consult with all staff periodically
- Redesign the information gathering template from branches recording events, with specific regard to statistics
- Collect statistical information including National Service Indicators and forward them to the relevant agencies
- Establish a strategy for the collection and dissemination of qualitative and quantitative data, with the aim of assessing impact and relevance of both long term and short term strategic programmes
- Develop and share models of good practice by collaborating with, and developing networks, as appropriate
- Participate in regional and national forums to share good practice and successful initiatives



# Appendix 1 – References

---





## One stop knowledge shop.

Public Survey



- Census 2016, [www.cso.ie](http://www.cso.ie)
- Healthy Ireland: A framework for improved health and wellbeing 2013 – 2025, Department of Health
- Health Assets and Needs Assessment (HANA) of Tallaght, Darker et al, 2014
- [https://www.huffingtonpost.com/frankie-rendon/how-innovation-and-techno\\_b\\_5244601.html](https://www.huffingtonpost.com/frankie-rendon/how-innovation-and-techno_b_5244601.html)
- Libraries Ireland: Transforming Irish Public Libraries 2018–2022 (DRAFT)
- National Public Library Strategy: The Opportunities for All: A strategy for public libraries 2013–2017
- PISA 2012: Results in Focus: What 15-year-olds know and what they can do with what they know. OECD
- Right to Read Campaign 2017 Action Plan Template
- South Dublin Corporate Plan, South Dublin County Council 2015–2019
- South Dublin Local Economic and Community Plan 2016–2022
- <https://shawconsulting.ie/2017/08/21/social-media-usage-in-ireland-2017/>
- <https://lonelinesstaskforce.com>

ISBN 978-0-9935377-9-0

**Follow us on:**

-  South Dublin Libraries
-  SDCCLibraries

**For further enquiries contact:**

South Dublin Libraries Development Office  
[libdevoff@sdublincoco.ie](mailto:libdevoff@sdublincoco.ie)



Comhairle Contae  
Átha Cliath Theas  
**South Dublin County Council**