# Contents

Acknowledgements .................................................. xi

Preface ............................................................... xiii

Part 1  
The public library: history and modern context 1

1 Public libraries: the modern context ..................... 3  
   Introduction .................................................. 3
   The 21st-century context ................................... 4
   Government publications .................................. 6
   The Coates Report ......................................... 11
   Research on public libraries ............................. 13
   Service challenges ....................................... 14
   Conclusion .................................................. 17
   References .................................................. 18

2 Historical development of public libraries in the UK .... 19
   Introduction .................................................. 19
   The early antecedents .................................... 19
   The public library movement ............................ 24
   Moving to the Act ........................................... 26
   Early public library development ....................... 27
   Philanthropy and growth .................................. 29
   The McColvin Report and post-war developments ....... 30
   The modern statutory context ............................ 32
   Conclusion .................................................. 34
   References .................................................. 35

Part 2  
Service themes of the modern public library .......... 37

3 Equity of access ................................................. 39
   Introduction .................................................. 39
   Core values .................................................. 40
<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>Cultural and leisure roles</td>
<td>61</td>
</tr>
<tr>
<td></td>
<td>Introduction</td>
<td>61</td>
</tr>
<tr>
<td></td>
<td>Culture or leisure?</td>
<td>62</td>
</tr>
<tr>
<td></td>
<td>Borrowing of books in practice</td>
<td>64</td>
</tr>
<tr>
<td></td>
<td>Promotion of literacy and reading</td>
<td>67</td>
</tr>
<tr>
<td></td>
<td>Children and young people’s services</td>
<td>70</td>
</tr>
<tr>
<td></td>
<td>Music, films and other media</td>
<td>73</td>
</tr>
<tr>
<td></td>
<td>Conclusion</td>
<td>73</td>
</tr>
<tr>
<td></td>
<td>References</td>
<td>75</td>
</tr>
<tr>
<td>5</td>
<td>Information, advice and informed citizenship</td>
<td>77</td>
</tr>
<tr>
<td></td>
<td>Introduction</td>
<td>77</td>
</tr>
<tr>
<td></td>
<td>Information types</td>
<td>78</td>
</tr>
<tr>
<td></td>
<td>Ethics of information – any question answered?</td>
<td>79</td>
</tr>
<tr>
<td></td>
<td>Reference services</td>
<td>80</td>
</tr>
<tr>
<td></td>
<td>Virtual reference services</td>
<td>83</td>
</tr>
<tr>
<td></td>
<td>Guidelines for reference and information services</td>
<td>84</td>
</tr>
<tr>
<td></td>
<td>Informed citizenship</td>
<td>85</td>
</tr>
<tr>
<td></td>
<td>Community information</td>
<td>87</td>
</tr>
<tr>
<td></td>
<td>Business information</td>
<td>87</td>
</tr>
<tr>
<td></td>
<td>Heritage and digitization services</td>
<td>88</td>
</tr>
<tr>
<td></td>
<td>Genealogy services</td>
<td>89</td>
</tr>
<tr>
<td></td>
<td>Information after civil disasters</td>
<td>90</td>
</tr>
<tr>
<td></td>
<td>Web services</td>
<td>90</td>
</tr>
<tr>
<td></td>
<td>Conclusion</td>
<td>91</td>
</tr>
<tr>
<td></td>
<td>References</td>
<td>92</td>
</tr>
<tr>
<td>6</td>
<td>Lifelong learning</td>
<td>95</td>
</tr>
<tr>
<td></td>
<td>Introduction</td>
<td>95</td>
</tr>
<tr>
<td></td>
<td>What is lifelong learning?</td>
<td>96</td>
</tr>
<tr>
<td></td>
<td>The public library and learning</td>
<td>96</td>
</tr>
<tr>
<td></td>
<td>UK policy background</td>
<td>99</td>
</tr>
<tr>
<td></td>
<td>Literacy and ICT literacy</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>Public library initiatives</td>
<td>103</td>
</tr>
<tr>
<td></td>
<td>Conclusion</td>
<td>105</td>
</tr>
<tr>
<td></td>
<td>References</td>
<td>105</td>
</tr>
</tbody>
</table>
### Part 3
Issues in management and service development  107

#### 7 The impact of information and communications technology  109

- Introduction .......................................................... 109
- Understanding the use of technology in libraries .................. 109
- The People’s Network ................................................. 113
- Public access computing ............................................. 115
- Technology-enhanced services ...................................... 119
- Conclusion .................................................................. 121
- References .................................................................. 122

#### 8 Management, governance and budgeting issues  125

- Introduction .......................................................... 125
- Local authorities ....................................................... 126
- Local government reorganization .................................. 128
- Budgets ..................................................................... 131
- Cultural change in management and service delivery .......... 138
- Leadership and management trends ............................... 140
- Emergence of managerialism ........................................ 142
- Conclusion .................................................................. 142
- References .................................................................. 143

#### 9 Performance measurement and evaluation  145

- Introduction .......................................................... 145
- Performance measurement ............................................ 146
- Modes of measurement ................................................ 147
- Measurement of public library services ........................... 148
- Performance indicators in UK libraries ............................. 150
- Measurement of Scottish public libraries ......................... 154
- Measuring economic value .......................................... 155
- The consequences of performance measurement .............. 157
- Conclusion .................................................................. 159
- References .................................................................. 160

#### 10 Professional and staffing issues  163

- Introduction .......................................................... 163
- The local authority staffing structure ............................... 163
- Professional issues ..................................................... 164
- Ethical issues ................................................................ 170
- Professional vs paraprofessional .................................... 172
- Nature of working ...................................................... 174
- Hierarchy of needs ...................................................... 176
- Conclusion .................................................................. 178
- References .................................................................. 179
## 11 Marketing, branding and buildings

- Introduction ........................................... 181
- Marketing public libraries .......................... 181
- Attracting users ..................................... 184
- Mission statements .................................. 186
- Branding and rebranding ......................... 188
- Challenges in infrastructure and location ...... 190
- Conclusion ........................................... 194
- References .......................................... 195

## 12 Conclusion: the public library of tomorrow

- Introduction ........................................... 197
- Public libraries: an outdated concept? ......... 198
- Revisiting service themes ......................... 198
- Predictions of demise .............................. 200
- Public libraries: lessons from retail? .......... 201
- The equity and excellence debate ............... 202
- Public libraries and ICTs ......................... 203
- Education of public librarians .................. 203
- The public library and librarian of the future .. 204
- Conclusion .......................................... 205
- References .......................................... 206

**Selected reading** .................................. 207

**Index** .................................................. 211