Saving the Belsize Community Library

Alex Hunt, Nicole Kuberka, Adam Santos, Nils van den Boogaard
LONDON YOUTH SERVICE BUDGET CUTS SINCE 2011/12 (FROM 30 COUNCILS)

Average cut to 2017/18:
-44%

Source: London's Lost Youth Services
Total costs: ~ £52,000 per
Perception of Library’s Financial Status (n=79)

Excellent 14%
Fair 66%
Poor 20%

“How do you perceive the current financial status of the Belsize Library?”
Goal

Our goal was to identify opportunities for Belsize Library and the Winch to improve their services for impoverished youth by enhancing their community presence and increasing funds.
Objectives

1. Identified events that may enable Belsize Library to increase its community presence

1. Identified marketing and fundraising opportunities that may enable Belsize Library to become more financially sustainable

1. Identified potential features for an online room-booking tool that may enable Belsize Library and the Winch to increase unrestricted funds

1. Created an interactive historical narrative that may enable the Winch to build a stronger connection to the community and its past
Objective 1

Identified events that may enable Belsize Library to increase its community presence
Of the following events, which would you be interested in attending?

Popularity of Suggested Events (n=93)

- Pub quiz/Trivia night: 16%
- Tea/Coffee morning: 36%
- Bake sale: 25%
- Community dinner event: 12%
- Suggestions for other events: 10%
Objective 2

Identified marketing and fundraising opportunities that may enable Belsize Library to become more financially sustainable

Image Source: Kate Jewell
Options for Fundraising and Marketing

- Expand advertising for room-booking
- Plan a membership/loyalty program for Belsize Library
- Invest in a cashless donation box
“Are you familiar with the library's offer to rent the main space out for events outside of normal operation hours?”

**Yes**
- 62%

**No**
- 38%

One in five of the respondents that knew about the service have already used it
Plan a Membership/Loyalty Program for Belsize Library

“If there was a low-cost paid membership at the library, would you potentially be interested in joining?”

60% of respondents were potentially interested in joining a paid membership.
Rewards for Membership Program (n=93)

40% (36) showed interest in discounts on printing

28% (23) showed interest in sticker sets
Invest in a Cashless Donation Box (n=83)

“Would you be more willing to donate if there was a cashless donation box?”

81% Yes
19% No

Image Source: UKFundraising
Objective 3

Identified potential features for an online room-booking tool that may enable Belsize Library and the Winch to increase unrestricted funds.
Room-Booking Tool

Advantages:

● Easy viewing of available time slots
● Automated online payments
● Streamlined process

Concerns:

● Update delays
● Double-bookings
● Refund Costs
● WhatsApp messages
Demo from web designer (as of 29 May)
Objective 4

Created an interactive historical narrative that may enable the Winch to build a stronger connection to the community and its past.

Image Source: London Bike Club
Historical Narrative

THE WINCHESTER PROJECT

VERY occasionally, a radical voluntary initiative in youth and community work succeeds in capturing the enthusiasm of the local area in which it is based. In Swavesey, north London, The Winchester Framework, which has been running for almost 20 years, has managed to do just that. The project was established in 1973 by a group of volunteers who were concerned about the lack of facilities for young people in the area.

The Winchester Framework is a community-based organisation that works with young people aged 10-25, providing a range of services including creative arts, sports, and community development. The project is supported by local authorities, schools, and other organisations.

The Winchester Framework has a strong commitment to working with young people from diverse backgrounds, and its programmes are designed to be accessible and inclusive. The project’s success is attributed to its ability to respond to the needs of young people and to work collaboratively with them.

The Winchester Framework has achieved a significant impact on young people’s lives, providing them with a range of positive experiences and opportunities. The project has been instrumental in helping young people develop their skills, build their confidence, and reach their full potential.

Since its establishment, the Winchester Framework has grown and developed, expanding its services and reaching new audiences. The project has received funding from various sources, including local authorities and charitable trusts.

Despite the challenges of the past few years, the Winchester Framework continues to flourish and make a positive impact on the lives of young people in the area. The project’s success is a testament to the commitment of its volunteers and the willingness of the local community to support its work.
Where to Go from Here

● Expand history project
  ○ Digitization of current records/photos
  ○ Contact at the bottom of history web pages for correction or additions to current created history

● Research most effective advertising methods
  ○ Social media
  ○ Posters or billboards

● Expand current library community events
  ○ Community tea/coffee gatherings
  ○ Bake sales
  ○ Pub quizzes/trivia nights
References

- https://fundraising.co.uk/2017/02/03/contactless-donation-box-trial-raises-20000-three-months/#.XQOr0VxKhPY
- http://thewinch.org/
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Thank you!