

The Leeds Library

Vision, Mission and Key Factors 2017- 2021

The Vision

A thriving, individual library and much-loved cultural institution of Leeds, which is an inspiring and valued home and resource for lovers of books, writing and creativity.

The Mission

As a home for lovers of books, writing and creativity, the Library's mission can be encapsulated within two areas: Supporting our Foundations, and Raising Our Roof. One area is more inward-facing, the other chiefly external. Key elements of both criteria are as follows: -

Supporting our Foundations

- Take care of our unique building
- Conserve and develop our collection of books, journals and magazines
- Improve our financial and corporate sustainability
- Improve the access to and availability of, our heritage and collections
- Increase proactive management, as opposed to reactive management

Raising the Roof

- Establish a distinctive profile with our peers and future champions
- Make membership desirable and enjoyable
- Celebrate the heritage of our unique cultural institution and our collections
- Develop partnerships that serve the Library's strategy
- Targeted events and outreach that reach new audiences
- Develop a reputation for research, publications and new technology

Key Factors / Drivers Underpinning our Vision and Mission

The key factors informing and underpinning the current and future work and ambition of The Leeds Library are as follows: -

1. Financial and corporate sustainability
2. Member engagement
3. Building management and maintenance
4. Partnership development and cultural positioning
5. Celebrating our past and inspiring our future

Each of these factors have been focused on below with a number of priority actions that could be developed as part of an action plan for the strategic vision

1. Financial and corporate sustainability	
Streamlining and diversifying income generation and controlling costs	
Key Actions:	Provision of online ticketing, membership direct debits, gift aid relief
	Funding and fundraising strategy
	Cost management

	Investigation of new income streams, such as location hire
	Formalisation of corporate planning and policies
	Formalisation of trustee and staff development
	Portfolio of updated policies in place and owned by the organization linked to finance, health and safety, equality, management and maintenance and the collections

2. Member engagement	
Improving communications and access services for members	
Key Actions:	Refinement of opening hours
	Diversifying services
	Improved communications
	Improved physical access
	Development of website and social media to meet needs of members
	Improved visitor research
	Evolution of access to basement and Old Librarians Office
	Engagement with new technology

3. Partnership development and cultural positioning	
Tapping into Leeds's strong cultural capacity, to build the Library's profile	
Key Actions:	Development of partner portfolio
	Development of partnership projects and funding bids
	Improved sharing of collection
	Increasing role in Independent Libraries Association
	Strengthened links within cultural, civic and academic communities of Leeds
	Setting up of satellite library facility

4. Building management and maintenance	
Safeguarding and developing the building itself	
Key Actions:	Formal strategy for maintenance and management
	Phased capital programme to be set up and taken forward
	Implementation of project management principles
	Sustainable programme of activity and improvement
	Developing an effective use of available space
	Growing the footprint of the Library to improve facilities for reading, studying and engaging with events

5. Celebrating our past and inspiring our future	
Ensuring that 2018 (250th Anniversary) provides a platform for us to reveal our hidden gem	
Key Actions:	Targets for activity and access linked to 2018 and 2023 developed
	Clarity as to USPs of Library being promoted through outreach
	Targets for increased membership set

	Development of partnership projects and funding bids
	Improved facilities to ensure that we are ready for our future
	Conserving and restoring the Victorian fiction collection
	Developing the collection of the Library
	Stakeholder advocacy encouraged