

# **Empowering the learning community**

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# Empowering the learning community

## Demonstration projects: Inspire England

### 1 Lead organisations & contacts:

- SCONUL, the Society of College, National & University Libraries<sup>1</sup>
- SCL, the Society of Chief Librarians (public library authorities: England, Wales & N Ireland)<sup>2</sup>

SCONUL	SCL
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### 2 Partners:

The British Library  
The National Libraries of Scotland & Wales  
The Scottish Library & Information Council

### 3 Summary:

By July 2004, the building blocks will be in place to provide supported access for adult learners and aspiring learners to resources in Higher Education and public libraries and in the British Library across 3 English regions: London, the North- West and the West Midlands.

The project will broker transparent access agreements, test the scheme with existing and potential clients, create targeted marketing materials for use in traditional and non-traditional environments, and work with staff to provide the resources and develop the skills and confidence to implement and promote the scheme.

Inspire England will build on the ELC demonstration projects in the North-West and the West Midlands as well as the pre-existing Libraries & Learners in London (LLiL) scheme. It will promote the benefit of easier access to targeted sets of adult library users and non-users through outreach to community and voluntary organisations, leaflets and selectively testing the impact of local press and radio coverage. Links will be made with the regional agencies for museums, libraries and archives in the South-East, East Midlands, the North-East and Yorkshire to progress Inspire-related aspects of their operational plans.

Sustainability and future development beyond the initial 3 regions will be progressed via provisional funding for 2004/5 and 2005/6 allocated to Resource for implementing *Framework for the Future*, the DCMS strategic framework for the public library service to 2013. This funding is subject to ministerial confirmation in September 2003.

The ultimate aim of Inspire UK is to create a seamless cross-sectoral pathway for learning by adults across over 4000 public, 3 national and almost 700 HE libraries and to build an effective interface to resources for learning with museums, galleries and archives by the end of the rollout programme.

<sup>1</sup> SCONUL promotes excellence in library services in higher education and national libraries across the UK and Ireland. <http://www.sconul.ac.uk/>

<sup>2</sup> SCL aims to take a leading role in the development of public libraries by influencing statutory, financial and other decisions. <http://195.171.155.7/scl/home.htm>

**4 Total cost:** £20,000 (see section 11)

**5 Aims and objectives of the project:**

Inspire England will:

- Develop a cross-regional library access map for adult learners
- Build on existing networks of successful access partnerships into a single pathway irrespective of geography see [http://www.sconul.ac.uk/use\\_lib/access.html](http://www.sconul.ac.uk/use_lib/access.html)
- Encourage access by adult learners displaced in the educational system
- Provide opportunities and access for socially excluded individuals and groups
- Guide learners to libraries with collections and materials relevant to their needs
- Explore the feasibility of developing an interactive website to facilitate access
- Underpin workforce development by building capacity and awareness of resources in the staff of libraries across the 3 regions
- Set the pace for fulfilling key aspects of the *Framework for the Future 2013* vision:
  - Any member of a public library can also access materials held in HE and FE libraries
  - Anyone seeking opportunities for learning and training can be guided to a course through a library
  - Any adult struggling with adult basic skills can turn to a library for personalised intensive help
- Streamline information about access rights and responsibilities in a sustainable format for future development

The project builds on the “Libraries and Learners in London” project launched in June 2002 to support the ELC objectives by opening up to Londoners the riches of its libraries which have been *“invisible and inaccessible to too many”* <http://www.lda.org.uk/librariesandlearners/>.

**6 DfES context of Inspire England**

National Skills Strategy <http://www.dfes.gov.uk/skillsstrategy/>

- Chapter 4: Skills for individuals
- “People are the key to sustaining a successful economy. We must put in place a framework that gives every young person a firm foundation of skills by the time they complete their initial education, and which gives adults opportunities to develop their skills throughout their working lives. Skills are not just about work and economic goals, but are part of a culture of lifelong learning, so that everyone has the opportunity to achieve their potential, broaden their interests and gain personal fulfilment.”*

**7 Description of work to be undertaken**

Establishing foundations

- Contact and negotiation with 3 English regions
- Map developing position on access in these regions
- Liaise with 4 other regions having Inspire in operational plans
- Engage LSC at national and regional level
- Agree cross-regional approach to brokering agreements

Building blocks

- Develop staff training resources
- Establish contact with outreach routes to non-users
- Develop a marketing strategy
  - For staff
  - For users
  - For non-users
- Test and evaluate initiatives and revise

.../...

Promotion

- Outreach activities
  - Meetings, presentations with/to community & voluntary organisations and statutory partners
- Leaflets/posters
- Website ([www.inspire.gov.uk](http://www.inspire.gov.uk) already registered)
- Local press & radio, professional media
- Dissemination seminar

Sustainability/Scalability

- Establish performance management and improvement mechanisms
- Identify future developments including
  - Rollout to other regions for libraries
  - Implications involving archives, museums & galleries

**8 Outline project plan**

<i><b>When</b></i>	<i><b>Task</b></i>	<i><b>Who</b></i>
8-9/03	<ul style="list-style-type: none"> <li>• Agree brief for consultants to broker cross-regional agreements, develop staff training &amp; marketing strategy</li> <li>• Set up Steering Group</li> <li>• Engage LSC at national level</li> <li>• Advertise for consultants</li> <li>• 1st meeting of Steering Group (SG)</li> <li>• Select consultants</li> </ul>	<ul style="list-style-type: none"> <li>• Access/Referral Taskforce</li> <li>• MH/AG</li> <li>• MH/AG</li> <li>• MH</li> <li>• Steering Group</li> </ul>
10-12/03	<ul style="list-style-type: none"> <li>• Negotiate with all ELC demonstration projects &amp; LLiL</li> <li>• Scope extent of access agreements and identify challenges</li> <li>• Link with associated regional projects eg RDA Libraries Challenge in WM</li> <li>• Consult on and develop training materials</li> <li>• Identify cohort of staff to work with to evaluate impact of project and monitoring mechanisms</li> <li>• Initiate contact with other regional agencies re Inspire rollout</li> <li>• Evaluate potential for website development &amp; sustainability</li> <li>• Establish outreach links</li> </ul>	<ul style="list-style-type: none"> <li>• Consultants</li> <li>• Consultants</li> <li>• Consultants</li> <li>• Consultants</li> <li>• Consultants</li> <li>• Consultants</li> <li>• Consultants</li> <li>• MH/AG</li> <li>• ELC demo project officers</li> </ul>
1/04	<ul style="list-style-type: none"> <li>• 2<sup>nd</sup> Steering Group meeting</li> <li>• Progress report</li> <li>• Agree monitoring mechanisms with Steering Group – short term and long term.</li> <li>• Report and decide on website options with SG</li> <li>• Pilot training materials, amend documents as necessary and develop training trainers delivery programme</li> <li>• Report of outreach developments</li> </ul>	<ul style="list-style-type: none"> <li>• Consultants</li> <li>• Consultants</li> <li>• MH/AG</li> <li>• Consultants</li> <li>• ELC demo project officers</li> </ul>
1-3/04	<ul style="list-style-type: none"> <li>• Rollout staff training materials (electronic and hard copy) for delivery by ELC project and other staff: standard briefing, supporting documents via agreed programme for regional delivery</li> <li>• Develop draft marketing strategy for users/non-users &amp; consult SG via email to finalise</li> <li>• Plan launch and publicity</li> </ul>	<ul style="list-style-type: none"> <li>• Consultants with ELC demo project officers</li> <li>• Consultants</li> <li>• Consultants</li> </ul>

<b>When</b>	<b>Task</b>	<b>Who</b>
4/04	<ul style="list-style-type: none"> <li>• 3<sup>rd</sup> meeting SG</li> </ul>	
4-6/04	<ul style="list-style-type: none"> <li>• Test launch marketing strategy</li> <li>• Impact evaluation with staff</li> </ul>	<ul style="list-style-type: none"> <li>• Consultants</li> </ul>
7/04	<ul style="list-style-type: none"> <li>• 4<sup>th</sup> meeting SG</li> <li>• Project report &amp; sustainability strategy</li> <li>• Dissemination seminar</li> <li>• Plan full launch marketing strategy for September</li> </ul>	<ul style="list-style-type: none"> <li>• AG/MH</li> </ul>

## 9 Partners and their roles

### SCONUL & SCL

- Steering Group leadership & administration
- Liaison with DfES Access to Learning for Adults
- Liaison with Resource on evaluation of ELC demonstrator projects by external consultants

### SCONUL

- Budget holder & designated project manager (Company no 1436951, Charity 278550)
- Employer of consultants
- Expertise on Widening Participation

### SCL

- Expertise on adult learners not in the education system
- Expertise on Social Inclusion
- Links with community and voluntary organisations

### The British Library

- Steering Group membership
- Progressing the agenda of "Reaching the Regions" programme to increase the relevance of the BL and its collections to a wider public

### Empowering the Learning Community Demonstrator Projects & LLiL

- Steering Group membership
- Collaboration on interweaving access arrangements

## 11 Risk analysis

<b>Risk</b>	<b>How to be managed</b>	<b>Level of risk</b>
Delays in appointing consultants	Seek support from partners to provide effort for some aspects of consultants role	Med/low
Chosen regions unable to initiate Inspire within timescale	Explore subregional options, approach NorthEast region to join	Low
All organisations in a region do not sign up	Seek support for endorsement from SCL and HE association libraries organisations at regional level	Med/low

<b>Risk</b>	<b>How to be managed</b>	<b>Level of risk</b>
Regions unwilling to adopt Inspire framework based on LiiL	Prioritise essential and desirable aspects of model and negotiate modifications which do not affect access by and transferability of adult learners	Med/low
Organisations wish to involve more staff in training	Adopt cascade model	Low
Training materials unsuitable for all partners	Pilot materials before launch	Low

## 11 Budget and costs

<b><i>Project Costs</i></b>	
Consultants 240 hours @ £30 per hour	£7,200
Consultants' expenses – travel etc	£1,200
Training and support materials for staff	£3,000
Travel Steering Group	£1,600
Publicity, advertising, dissemination seminar etc	£5,000
Office and admin costs – photocopying, phone, postage, etc	£2,000
<b>TOTAL project</b>	<b>£20,000</b>
<b><i>In kind contributions</i></b>	
Steering Group meetings 4 x 8 attendees x £130 ea	£4,160
Training in institutions: 1 day's training @ £80 for c320 staff (estimated 2 people ea from 66 HEIs & 93 local authorities)	£25,600
Venue costs: training and marketing	£4,000
Project leadership: 2 x 8 days ea @ £308/day including overheads	£4,928
<b>TOTAL in kind</b>	<b>£38,688</b>
<b>TOTAL combined project &amp; in kind</b>	<b>£58,688</b>