



Providing  
Recommendations to  
the Belsize Community  
Library for Sustainable  
Practice

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Who are we?



WPI



# Overview

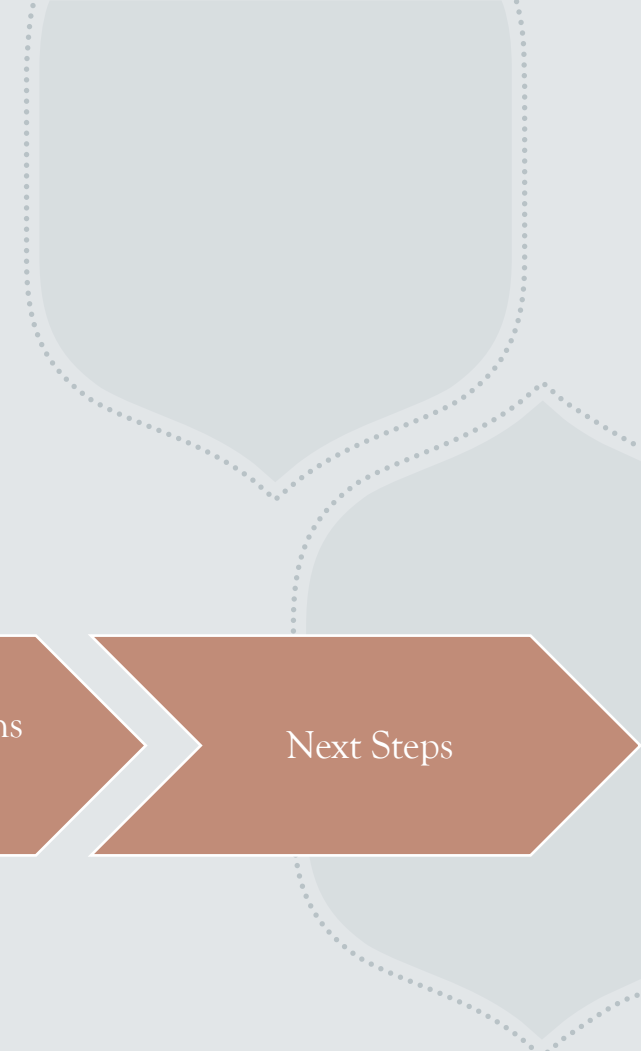
Goal and  
Objectives

Methods

Findings &  
Recommendations

Recommendations  
Roadmap

Next Steps



# Goal and Objectives

Goal: Identify strategies the Belsize Community Library can use to become economically sustainable and to determine which programs may be most valuable to the community

Determined how the community envisions the community library as a resource.

Provided recommendations to increase engagement amongst 11-16-year-olds with the Belsize Community Library.

Identified strategies for the Belsize Community Library to generate revenue sustainably.



# Methods



# Method 1: Immersion Exercise in Community Libraries

- ♦ Deep Hanging Out – immersing oneself in a cultural, group, or social experience on an informal level
- ♦ Activities
  - Stay and Play
  - Rhyme Time
  - Youth Groups



# Method 2: Online Community Surveys

- ◆ Past survey
  - March 2023
  - Amongst patrons (74 turnout)
  - Facebook, newsletter, and within library
- ◆ Our survey
  - June 2023
  - Amongst Camden locals (14 turnout)
  - In-person and flyers



# Method 3: Interviews with Community Libraries and The Winch

- ♦ Interview with Community Libraries
  - Camden Borough: Primrose Hill, Keats
  - Greater London/UK: Garden Suburb, Moorland Road, Jesmond
- ♦ Interviews with Staff at the Winch
  - Soye, Alex, Daniel and Progress






# Method 4: Social Media Analysis

Instagram: analytic tool

The background features a dynamic pattern of diagonal streaks in various colors including blue, purple, yellow, and red. A central grey rounded rectangle contains the text.

Findings &  
Recommendations



Findings:  
Identified a Need  
for Outreach and  
Opportunities for  
Volunteerism

## Recommendation



Expand community outreach through volunteerism



### Conversations with volunteers

- The activity coordinator, who runs the program noticed parents are more willing to provide donation whereas nannies are more hesitant

### Deep Hanging Out

- Most patrons were not aware of the library's financial struggles

Findings:  
Identified  
Revenue-  
Generating  
Opportunities

## Recommendations



More clearly communicate the library's financial struggles to patrons or charge for current activities



More frequently advertise adult-oriented activities

### Interviews with Soye and Daniel

- Opportunity for collaboration between the library and youth workers

Findings:  
Analyzed  
Community  
Engagement/Dise  
ngagement with  
the Library

## Recommendations



Host youth events at the library



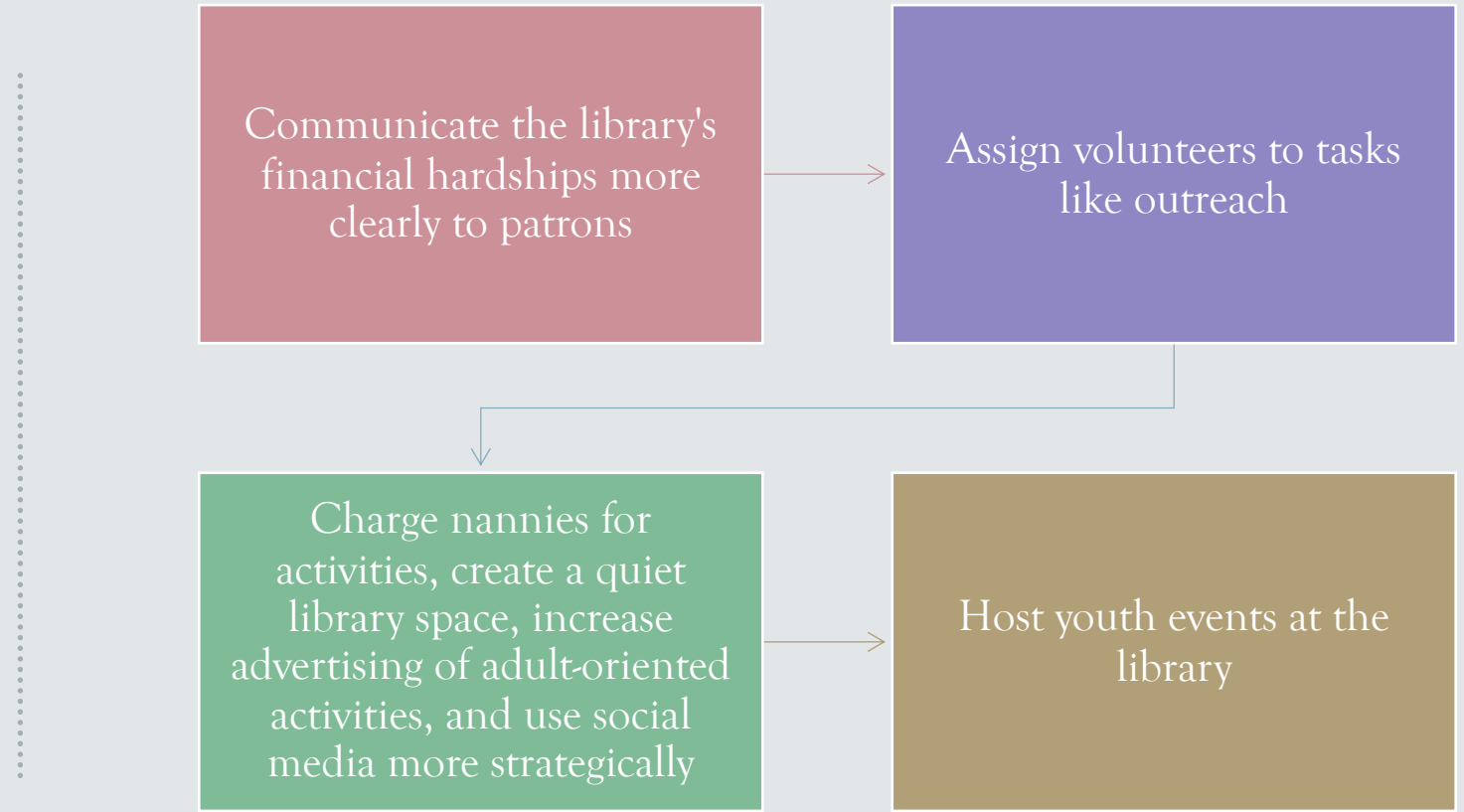
Improve posting consistency and etiquette on social media



Create a quiet space for students and other library goers



# Recommendations Roadmap



# Next Steps


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1

Analyze the logistics and feasibility of library renovations as it relates to financial sustainability.

2

Determine which mode of advertising is most effective for the library.

The background is a vibrant teal color, densely populated with numerous speech bubbles of various colors including red, yellow, pink, and white. Each speech bubble contains a large, dark blue question mark. The bubbles are scattered across the frame, creating a pattern of inquiry. In the center-right, a large, white, rounded speech bubble with a dotted border contains the text.

Thank you!  
Any  
Questions?