What retail can do for libraries
30 minutes

- Overijssel / Program
- Strategy: Role of the branches
- Realisation: a quick impression
- Result and Effect
Overijssel

- 1 million inhabitants
- 300.000 members (26%)
- 25 Library organisations
- About 90 branches
  - 5 cities
  - 40 small to medium
  - 40 servicepoints
- Network: [Image of Overijssel Bibliotheeken]
- Service organisations: OBD and BB
Innovation program 2008-2011
Provincial government funding
Team of Program Managers:
  - Digital Library
  - HRM
  - Collection
  - Marketing
  - Provincial back-office
One strategy, two pillars:
  1. Retail
  2. “Service for schools”
Overijssel

- **Targets:**
  - More members: 25% share to 29%
  - Stabilize lending of media
  - 10% increase visitors
The world we are in ......
Retail strategy based on long-tail

Physical Library branches - villages - cities - neighborhoods

Supported by digital services/website

Digital access to virtual and physical network collection

# of unique products
Retail strategy based on long-tail

The Long Tail Model

- Small branches
- Small to medium branches
- Large branches in city centers
- Network collection
- Local niche collections in branches

Population / usefulness

- Highly popular
- Sorta/kinda popular
- Niche products

# of unique products

Everything else you need

Funshopping
Nice to stay
Our customer is queen!

Research (2007):

- 50% adults - 50% children
- Women, women and women (70-80%)
- Lifestyle in Overijssel: mainly traditional / rural
- Our customers wish ....
  - Longer and better fitting opening hours
  - Easy to find media
- Lending:
  - Romantic genre
  - Suspense novels
  - Popular literature
  - Travelling
- Non-fiction down!
Retail strategy branches

- Interior design
- The right collection!
- Front facing bookpresentation
- Dynamic environment – display of themes
- Friendly professional staff
- Nice to stay environment
- Customer oriented service (RFID, reservations, website)
- The Library .... better than any bookstore!
Optimization 2008 - 2009
Optimization 2008 - 2009

6 branches re-decorated with low-budgets
Increase lendings 5 – 10%
2009: Our own interior design

Concepts:
- Neighbourhood and village
- Servicepoint
- City Center

Package development (Formula)
- Interior Design
- Display Packages
- Collection Policy
- New brand identity
- Customer- and workingprocesses (HRM)
- Ideal website
- Monitoring / Management Information
Whitebox Neighbourhood / Village

Moodboard
Neighbourhood / village branche

• 50% children
• Fast route
• Fun route
• 6 worlds

Standard lay-out 600m2
Servicepoints

Layout Plan
100 – 150m²

deb
Servicepoints

Layout Plan
50 - 100 - 150m²

de B
City Centers

Layout plan > 1500 m²
Pilot Zwolle-Zuid

800 m2 in Shopping Center:

- Open since July 2009
- Average increase lendings 30%
- > 900 new members
- Nomination Best Library 2009
Pilot Zwolle-Zuid
Powerdisplays catwalk
Pilot Zwolle-Zuid
Focuspoint Young 12+

de Bibliotheek
Pilot Zwolle-Zuid
Focuspoint Thrillers/detectives
Pilot Zwolle-Zuid
Focuspoint Young 8 – 12
Use of existing furniture!

Pilot Zwolle-Zuid
Existing cabinets
Pilot Zwolle-Zuid
Fronfacing presentation and displaying
Pilot Zwolle-Zuid
Displaying materials
Pilot Zwolle-Zuid
Internet and Reading Tables
“It has become light and spacious and I love the tables with the bookprints”
“You are really attracted to go inside”
“I can lie here when I am tired of reading”
“Spacious and fresh and much to discover for children”
“Gezellige” Library with lots of books to discover for my children"
Hasselt
Zwolle Aalanden
Raalte

de Bibliotheek
Delden
Holten
Staphorst
Steenwijkerwold (Pilot Servicepoint)

No pictures available yet
FIRST CITY CENTER ALMELO
First impression!
FIRST CITY CENTER ALMELO
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First impression!
FIRST CITY CENTER ALMELO
First impression!
Display Calendar - package
Display Calendar - package

hoe bevalt de zwangerschap?
d e psyche ontrafeld.
in de jungle.

what's love.

echt waar, alleen voor vrouwen.

chill.
Website to attract and service

Easy access to services.
Easy to find media
Show covers
Show our users

First release Zwolle
Website to attract and service

Project Overijssel with National Organisation Bibliotheek.nl

Second release Deventer
Results

- In 2010 about 20 branches re-decorated
- Increase lendings
  - Low-budget transformation: 5 – 10%
  - New concept: 20 – 35%
- Increase members:
  - In all branches but no active recruitment yet!
- Increase reservations via website (higher expectations)
- Important branche location:
  - Good location such as Shopping Center
  - Bad location, f.e. to close to City Center
- Happy staff!
Results

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(Side) Effects

- Provincial Government / representative supports the program
- Library organisations re-vitalized
- Motivated staff
- Ready for further innovation
- Opportunities for partnerships
- Economies of scale

Thank you for your attention