



Interim Development Plan 2022-2023

Creating Collaborative Communities

Offaly Libraries Interim Development Plan January 2022



Contents

Foreword	1
Introduction	2
Executive Summary	3
Vision, Mission and Values	4
Background to developing the Interim Development Plan	5
A review of services 2014-2021	10
Strategic analysis of Offaly Libraries	25
Our Partners	28
Consultation Process	29
Action Plan Objectives 2022-2023	34
Review and Monitoring	42
References and Bibliography	45
Appendices	47
Appendix 1: Patron and Community Survey47	
Appendix 2: Offaly Libraries School Consultation	
Appendix 3: Offaly Libraries budgets 2019-202155	
Appendix 4: Offaly Libraries' stock55	
Images and Illustrations	56

Foreword

Offaly County Council is pleased to present *Offaly Libraries Interim Development Plan 2022-2023: Creating Collaborative Communities* which has been developed in accordance with the requirements of the Local Government Act 2001. The purpose of the Plan is to set out the vision, mission and values for the Library Service and to provide for the further development of services for the period 2022-2023.

During the past number of years, Offaly Library Service has continued to transform, modifying the nature of its services and the manner in which same are delivered to Library users. This transformation journey is reflective of the changing needs of society and the role in which the Library Services, nationally and locally, can respond to those demands.

In addition to this natural development in service provision, the current global pandemic associated with COVID-19 has resulted in an unexpected, exponential and accelerated growth in the demand for Library Services, greater than any level of pre-planning could have possibly anticipated. Further, COVID-19 safety measures have necessitated a sea- change in the manner in which those services are provided, moving from a primarily in-person service delivery model to a digital-only model, and from there to a hybrid of both models.

It is fair to say that service users and staff have worked together to successfully navigate the many challenges associated with COVID-19 and collectively have embraced a new way of engaging, accessing services, and developing programmes. As a result of this positive, can-do approach to engagement, challenges were interpreted as opportunities and threats responded to with inspired innovation. Service provision migrated from a primarily 'inhouse' style of offering within set opening hours to an 'in your own home service' at a time of your choosing.

The lessons learnt and the experiences derived from the response to COVID-19 have advised and informed this Plan, opening up opportunities for improvements and ensuring that the needs and wishes of service users are forefront in identifying and prioritizing objectives and actions, based on real-life experiences of working through the most difficult of times.

Based on the experiences of the past number of years, the resilience and ingenuity of our Library staff and the commitment of our Services Users, we can proceed to implement this Plan with confidence and pride.



Cllr. Declan Harvey
Cathaoirleach



Anna Marie Delaney
Chief Executive

Introduction

May 2021 marked the one hundredth anniversary of the establishment of the first public library in Tullamore, Co. Offaly, which heralded a period of access and enlightenment through reading and information provision. Offaly Library Service has grown significantly in size, scope and innovation since 1921, now comprising an administrative headquarters and eight community libraries, strategically located throughout the County.

This plan allows Offaly Libraries to take stock of a radically changed service following a period of accelerated change and innovation in response to the global pandemic of COVID-19. It sets out a vision, mission, and values alongside a plan for the future operation and development of the library service, and prioritises objectives for the period 2022-2023.

It is clear from feedback elicited through consultation that our libraries still hold an important place in the hearts of our communities, and have attracted new users and audiences in recent times. Library staff as the key enablers of our ambitions will continue to provide welcoming, accessible spaces and services to support the people of Offaly in their pursuit of knowledge, culture, inspiration and recreation.

I would like to extend my sincere thanks to all staff, library members, non-members, community partners and stakeholders who participated in the formulation of this plan for Offaly Libraries. It was truly an exercise in 'creating collaborative communities' and allowed library staff to engage with our communities at a time of great societal change.

I am also most grateful to Anna Marie Delaney, Chief Executive, Sharon Kennedy, Director of Service, and all the Management Team of Offaly County Council for their commitment to the provision of quality library services in Offaly; and to the Cathaoirleach and all Elected Members for their continued enthusiastic engagement with and support of Offaly Libraries on a daily basis.

Eimear McGinn

Offaly County Librarian



Executive Summary

Offaly Libraries Interim Development Plan provides a clear road map for the period 2022-2023, setting out the vision, mission and values of our library service as a welcoming and inclusive service. The interim plan documents existing services and details development objectives and priorities for the library service. It will also act as a bridging document to allow for the alignment of future Offaly Library Development Plans with future National Public Library Strategies.

The plan is informed by a number of key strategic national and local documents including the current National Public Library Strategy, *Our Public Libraries 2022: Inspiring, Connecting and Empowering Communities* and Offaly County Council's *Corporate Plan 2019-2024*, amongst others. It references Offaly County Council's mission statement "to lead sustainable economic, social and community development in Offaly". The plan aligns, where practicable, with the strategic enablers detailed in the national library strategy and is underpinned by the three strategic programmes for service development: Reading and Literacy, Learning and Information, and Community and Culture.

The plan has been shaped and informed by a review of existing services and consideration of trends and changes in library provision. It is also influenced by significant consultation with staff, stakeholders, library members and non-members. 408 people participated in the public consultation process.

All of the above has contributed to the formulation of a strategy that sets out how Offaly Libraries will respond to the changing needs of our growing and diverse communities. We have identified seven key Strategic Areas that will inform the development of Offaly Libraries over the lifetime of this plan and see out the remaining years of the current national public library strategy. The seven Strategic Areas are:

- Infrastructure & Service Delivery
- Library Team
- Promotion & Marketing
- Collections & Programmes

- Research & Development
- Partnership & Collaboration
- eServices & Digital Resources

These will be addressed by way of approximately 100 actions which are fully described in the Action-Plan Objectives section of this document, and will be monitored and regularly reviewed as detailed in the Review and Monitoring section.

"The library is a trusted space, integrated into the local community and accessible to all"

Figure 1: Our Public Libraries 2022

"To lead sustainable economic, social and community development in Offaly"

Figure 2: Offaly County Council Corporate Plan 2019-2024

Vision, Mission and Values

Offaly Libraries' vision, mission and values are guiding principles for the service, underpinned by the values and objectives of Offaly County Council's Corporate Plan and the Offaly County Development Plan.

Offaly Libraries' Vision Statement

Offaly Libraries will provide welcoming and accessible spaces and services to support the people of Offaly in their pursuit of knowledge, culture, inspiration and recreation

Offaly Libraries' Mission Statement

Offaly Libraries will enrich the lives of our diverse communities by providing free and equitable access to quality information, resources, education, creativity and culture

Offaly Libraries' Values

Offaly Libraries' underpinning core values are accessibility, inclusion, collaboration, innovation, well-being and integrity

7 Strategic Areas

Infrastructure & Service Delivery
Library Team
Promotion & Marketing
Collections & Programmes
Research & Development
Partnership & Collaboration
eServices & Digital Libraries

Offaly Libraries' Strategic Areas are key fields that will focus the development of Offaly Libraries over the lifetime of this interim plan. Within these areas, we have identified a series of Action-Plan Objectives to implement our vision, mission, and values.

Background to developing the Interim Development Plan Methodology for drafting the Interim Development Plan

Offaly Libraries established an in-house Working Group in 2020 for the purposes of drafting this Interim Development Plan. This group arranged consultations with staff and a range of public stakeholders, including schools. Due to COVID-19 restrictions, it was necessary to promote and conduct surveys online. Key relevant publications were identified, a SWOT analysis of Offaly Libraries was performed, and the impact of the library service through the lens of Offaly's Local Economic Community Plan was assessed. A review of the library service provision since 2014 was also carried out.

Offaly Libraries and its place in County Offaly Profile of County Offaly

County Offaly is located in the centre of Ireland within the province of Leinster and shares boundaries with counties Meath, Kildare, Laois, Tipperary, Galway, Roscommon and Westmeath. Tullamore is the County town. Under the *Regional Spatial and Economic Strategy* (2019), Tullamore is designated as a Key Town. The County's population was 77,961 in the 2016 census, having increased from 76,687 persons in the 2011 census. There are 35,294 persons residing in urban Offaly, and 42,667 in rural Offaly¹. This equates to a 45% urban and 55% rural split. 79% of the rural population (33,506 persons) reside in the open countryside or a Sráid, whilst the remaining 21% of the rural population reside in a Village of fewer than 1,500 persons.



¹ According to the Central Statistics Office the definition of 'rural' includes smaller settlements of fewer than 1,500 people and individual dwellings in the countryside, whilst 'urban' refers to settlements with populations above 1,500.

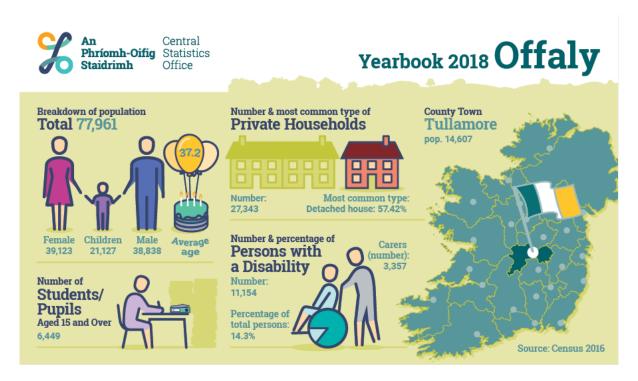


Figure 3: CSO Yearbook 2018 Offaly

Offaly has a legacy of strong achievement across a range of sporting activities. It has strong cultural organisations in arts, history and heritage, with numerous local history societies and community groups. Offaly has a slightly higher percentage of people with a disability compared to the national average. Offaly Absolute HP index Score 2016 is -8.7, which is below the national average. Offaly's population is below the national average in third-level attainment and above the national average in early school leaving². With the establishment of the new Technological University of the Shannon in 2021, Offaly's proximity to the Athlone campus offers fresh opportunities to its population. There is a well- established Laois Offaly ETB with strong links to Offaly Libraries, and a wide spread of primary and secondary schools, both rural and urban, to serve its population. The largest nationality groups apart from Irish are Polish, UK, and Lithuanian, with Polish, Lithuanian and French the most spoken languages in Offaly other than Irish and English.

Like counties all over Ireland, 2022 sees a range of social, environmental and economic challenges and opportunities on Offaly's horizon, including the significant operational changes within Bord na Mona and the Just Transition process. New employment in areas of IT, sustainable enterprise and tourism will take the place of more traditional and less sustainable employment, and Offaly Libraries will be there to foster literacy, provide leisure opportunities, and promote the County. Offaly Libraries seeks to support the people of Offaly as they live, work, and learn together.

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² LOETB, 2018.

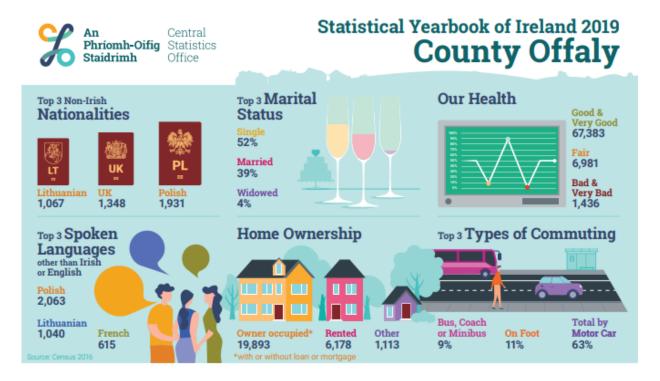


Figure 4: CSO Yearbook 2019 Offaly

Profile of Offaly Libraries

Offaly Libraries comprises eight library branches spread throughout the County, with its flagship central library and library headquarters located at O'Connor Square, Tullamore. The remaining seven branches, located throughout the County, are housed in a range of buildings, from a renovated Pugin chapel in Birr to a recently refurbished building in Kilcormac.

Offaly Libraries is part of the Housing, Community and Culture Directorate of Offaly County Council and has 30 staff members. Its budget in 2021 was €2,687,567 (see Appendix 3). The library branches offer a range of services, including lending books, audiobooks and DVDs, computer and printing services, and online resources. In 2021, Offaly Libraries' book stock numbered 121,771. Library membership is 14.5% of the population (2020).



Figure 5: Map of Offaly Libraries' branch locations

Relevant Publications

Offaly Libraries and this Interim Development Plan are informed by and comply with the policies, objectives and strategies of Offaly County Council, the national public library strategy, demographic trends and developments, and other relevant reports and documents. These influencing documents are foundational to the strategic and operational goals and objectives of Offaly Libraries. *Our Public Libraries 2022*, in particular, has guided the creation of this interim development plan and, as suggested by the LGMA, with the imminent publication of a new national library strategy in 2023, Offaly Libraries' subsequent development plans will align with future national strategies.



Figure 6: Key Policy Documents for Offaly Libraries' Interim Development Plan 2022-2023

A review of services 2014-2021



A Look Back: Review 2014-2020

2014-2020 was a transformative period for Offaly Libraries in terms of expansion to services, improvements to our buildings, increases in available resources, and investment in our people, as shown in the following examples:

Innovation - My Open Library: My Open Library began in Banagher and Tullamore libraries in November 2014, two of the three national pilots, and was expanded to include Ferbane Library in October 2018. Offaly Libraries' My Open Library service won the Chambers Ireland Excellence in Local Government Award for the Best Library Service in 2016.

Buildings Improvements: Four branch libraries were refurbished and improved between 2014 and 2020: Banagher Library in 2014; Edenderry and Ferbane libraries in 2016; and Kilcormac Library in 2020.

Service Enhancements: Free membership of the library, the national book tender for library services and the national Digital Library were introduced in 2016 along with removing the cost of requesting items. A new National Library Management System and National Delivery Request Service came into operation in 2017, connecting Offaly Libraries with all other public libraries in Ireland. Charges for access to the internet on library computers were removed in 2018 with all branches providing free WiFi, fines were abolished in 2019, and the National Training Programme for library staff began in 2020.

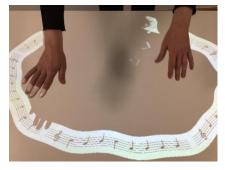


Figure 7: The Magic Table in use at Tullamore Library

Funding Successes: The 2014-2020 period featured a wealth of grant investment won for Offaly Libraries' services and infrastructure. Highlights included a 2016 success in initial Stage 1 applications for a new Community Library in Edenderry (ongoing); self-service technology for library branches in 2017; ICT investment across all library branches in 2018; the purchase of four Magic Tables in 2019; the creation of Sensory facilities and resources in 2020; and small capital works improvements across all branches in 2020.

Celebrating our Heritage - Offaly Libraries Local Studies: 2016 saw the creation and publication of *Offaly and the Rising: An educational resource*, a school education pack for primary and secondary schools showcasing the role of Offaly people in the 1916 Rising.

Offaly Archives: In 2019, Offaly Archives was established. This joint venture between Offaly County Council and Offaly Historical and Archaeological Society is unique in Ireland, creating a joint repository of the archival records of County Offaly.



Figure 8: Offaly Archives shelves, Reading Room, and collection. Photo credit: Offaly Archives

Cultural and Community Programming: During this period, Offaly Libraries vastly expanded its programme offering under the auspices of a series of national programmes: Work Matters at the Library in 2015; Right To Read and Healthy Ireland at Your Library in 2016; Creative Ireland in 2017; and Cruinniú na nÓg in 2018.

2019 was a particularly fruitful year for Offaly Libraries as we launched the Offaly Vex Robotics programme in partnership with Offaly County Council's IS section and were awarded the first Age Friendly Charter for Offaly Libraries at Clara Library as part of the National Age Friendly Libraries recognition programme.



Figure 9: Summer Stars participants

Offaly Libraries also won the 2019 Libraries Association of Ireland National Public Libraries Section Project Prize with the very successful Offaly Comic Con. In 2019 and 2020, Offaly Libraries successfully secured Dormant Accounts Funding to support a range of programmes, services and resources. These included autism awareness and introductory sensory play sessions for ASD units around the County; a teen literacy and animation project called Articulate to Animate; Songwriting in the community; and STEAM-related projects such as Bricks4Kids workshops for all Deis schools in Offaly and Brickflicks projects to promote animation and STEAM programming in the Birr MD. One thousand TTRS (Touch-Type Read Spell) licences were also purchased and made freely available to the entire Offaly community.



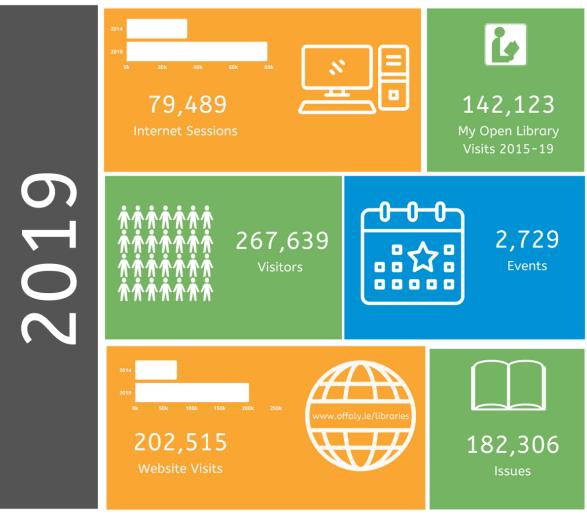


Figure 10: Engagement in 2019

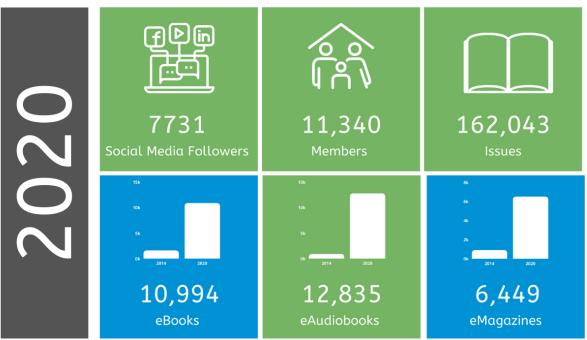


Figure 11: Engagement in 2020

2020-2021: Offaly Libraries in a time of COVID-19

With the closure of public libraries across Ireland on March 12th due to COVID-19 restrictions, the staff of Offaly Libraries found new ways to carry out their services and continue the work outlined in *Our Public Libraries 2022*. The initial lockdown saw Offaly library staff quickly pivot to adjust methods of service delivery with a focus on digital resources and online services and programmes. Staff expertly increased the library's



Figure 12: Contact & Collect in action

presence on social media, providing and promoting digital resources and programming to new and existing patrons. Staff manned phones and emails to answer user queries and, as skilled information professionals, pointed citizens towards essential services and resources. Promotion of our own online platforms included eBooks, eAudiobooks, eMagazines, eLearning and eLanguage Learning, and eNewspapers, and prompted unprecedented increases in our usership figures.

Proficiency in social media communications took on a new relevance during the pandemic. Staff recorded stories to move the national Spring into Storytime programme online, and kept spirits high when needed most with curated events for all age groups. Six library staff were made available to assist on the successful Offaly Community Helpline,



where local knowledge and skills in information retrieval were a valuable asset in connecting vulnerable communities with on-the-ground local partners and service providers.

New services and communication tools were introduced to help library staff keep in touch with our local communities, examples included a dedicated 'AskTheLibrarian' email and the Offaly Libraries newsletter, both of which have become embedded communication tools for library services. As restrictions eased, staff introduced new ways of reaching our patrons by offering online webinars, workshops and outreach, Contact & Collect services and later, Browse by Appointment and PC & Print by Appointment services.



Over one local lockdown (August 2020) and subsequent national lockdowns, Offaly Libraries has learned much about tailoring library resources and cultural and community programmes to meet user need. In response to public health circumstances at any given time, library staff now have a selection of modes of service delivery that they can be drawn upon and stepped up or down as required, to ensure supports for all members of our community.

New digital resources and diverse online supports have been researched and acquired by Offaly Libraries, welcome additions to the national suite of eServices during the pandemic period. These include eComics and Graphic Novels, a Music Streaming Service, a Film Streaming Service, and iVox Talking Books, to mention but a few.

Towards the end of 2021, Offaly Libraries emerged from a period of restriction and altered services, but 2020-21 has also been a period of advances, innovation and positive transformation. New partnerships and collaborations were formed as Offaly Libraries worked with new and existing partners and organisations to best serve Offaly's citizens, participating in national programmes such as Keep Well, Ireland Reads, Grow It Forward, Positive Ageing Week and working as Library Digital Ambassadors.

Patrons have now returned to our library branches to borrow books, use free WiFi, study, and access print services. Offaly Libraries has made use of the past twenty months to improve and develop our collections, our staff's knowledge and skills, and our buildings. We look forward to steering a steady course toward 2023, whilst taking the time to review through a COVID-19 filter the learnings and achievements of the 2020-2021 Libraries era, having

cognisance of international trends and practices which will continue to emerge as we advance beyond this 'pandemic era'.







Achievements in 2021



Figure 13: January to November 2021 at a glance

"The Library is probably one of the most radical spaces in contemporary society - one of the last free spaces in our communities - positioned at the cutting edge of creativity, because it is the Public Room for the youngest to the oldest citizen"

Figure 14:Yvonne Farrell, Offaly Culture and Creativity Strategy 2018-2022

2021: The Start of Things to Come

Offaly Libraries embraced the online nature of library programming during COVID-19 restrictions and piloted a series of entirely online events. This opened up library programming to an expanded audience, making engagement more accessible and convenient to many patrons. The experience and feedback gained during this period will augment Offaly Libraries' programme offerings going forward.



Figure 15: Promotion for Comic Con in 2021

Comic Con: Following on from the success of Comic Con 2019, Offaly Libraries hosted an exclusively online Comic Con in June of 2021, funded by Cruinniú na nÓg. Streamed live online with a mix of live and pre-recorded material, this exciting event included talks on video games, cosplay and diorama-making, and a series of workshops.



Figure 16:Cosplay competition details and winners at Comic Con 2021



History Lecture Series: Funded by Creative Ireland, a four-part history lecture series with Offaly native, Dr Ciaran Reilly, took place in the autumn and winter of 2021. Available online, the first lecture, entitled 'The 'Big House' in Offaly: County houses and estates', was commissioned in partnership with the Offaly Historical and Archaeological Society as part of the Decade of Centenaries programme.

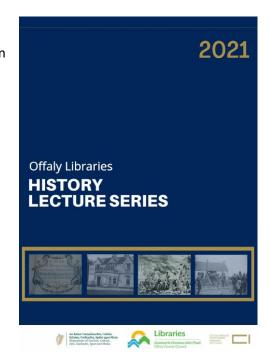


Figure 17: Figure 10: The Offaly Libraries History Lecture Series Brochure

2021 PAW: Positive Ageing Week programming and events provide both traditional and online options for engagement with the older community around the County. In 2021, online programming included poetry recitals, GAA interviews by Brian Gavin with some of the superstars from the 1981 Offaly All-Ireland senior hurling team champions, and music from local musicians.



Figure 18: Library staff, Esther, and patrons outside Kilcormac Library

STEAM Programme: Having successfully won Dormant Accounts Fund support, Offaly Libraries initiated a wide-ranging and inspirational STEAM programme for primary schools in Offaly. Embracing Space Week, Maths Week and Science Week in 2021, this programme provided workshops and talks with 46 primary school classes took part in our STEAM workshops.



Figure 19: STEAM brochure

Parent Support Programme: This programme began in 2021, offering parents, caregivers, and teachers simple and practical strategies to help them build strong, healthy relationships with their children and students. Funded by the Dormant Accounts Fund and the Department of Rural and Community Development, two rounds of programming took place during 2021; 12 webinars took place in May and 18 webinars in Autumn, the latter in collaboration with Laois County Library Service.



Figure 20: Parent Support programme brochure

Sensory Offaly: The Sensory Offaly 2021 Programme, funded by Laois Offaly CYPSC and Healthy Ireland, took place in October and November of 2021. A mix of public webinars and targeted workshops, the fifteen events in the programme offer support and education to people with additional needs in Offaly and their families. The Sensory Offaly Webinar Programme joins the Sensory Offaly Book Collection as part of Offaly Libraries' Sensory Offaly Programme, which will shortly include a Sensory Room at Tullamore Library and a Sensory Offaly Toys and equipment Collection.



Figure 21: Sensory Offaly 2021 Programme

Social Media: Offaly Libraries' social media presence has grown hugely in recent years. With an over 400% increase in Facebook followers from 2017 to 2021, 2020 and 2021 saw notable increases in social media follows and engagement as Offaly Libraries delivered services and resources online. Offaly Libraries' Instagram account was begun in 2019, and has seen an over 200% increase by 2021 while on Twitter there has been a 42% increase since 2017.

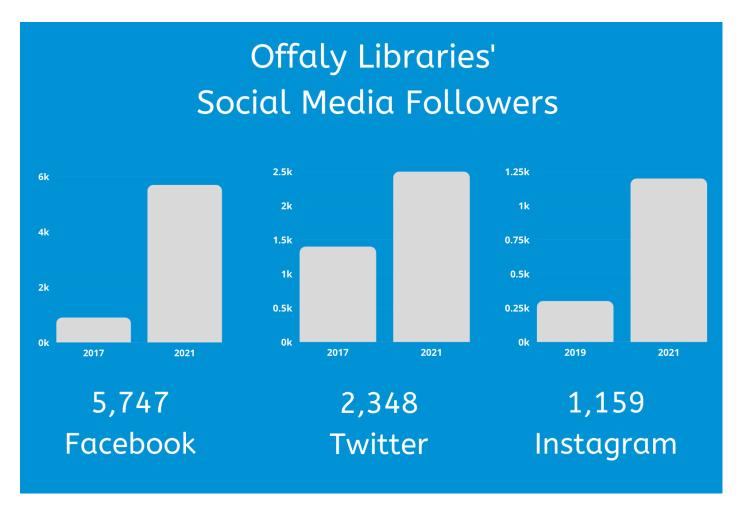


Figure 22: 2017-2020 comparison of Offaly Libraries Twitter and Facebook accounts



Impact of Public Libraries

The impact of Offaly Libraries can be measured in several ways. Our Key Performance Indicators such as the number of visitors, issues, events and members offer a snapshot into the number of people who use the library service. Other, more qualitative, indicators include the type of outreach offered, the sort of services available, the communities reached, and the support provided. Offaly Libraries' services, resources and actions can be listed under four of the *Offaly LECP 2016-2021* economic and community goals shown below to demonstrate impact. The contribution of the service cannot be isolated from the context of users' lives and environments, and consultation with patrons and partners offers insight into the impact of library services.

Employment, Enterprise and Innovation

Empowering Communities

Outreach to diverse communities
Collaboration with range of partners
Online and in-branch programmes
Age-Friendly libraries and programmes
Sensory Offaly collections and programmes
Parent Support programme
Book clubs
Healthy Ireland collection and programme
My Open Library service

Measuring Impact at Offaly Libraries

Education, Training and Skills

Online learning, e.g. Universal Class,
 Transparent Language
 Lectures and talks
 Book and eBook collections
 Digital literacy support and training
Promoting LOETB and national education
 and training resources
 Right to Read programme
 Facilitation of distance learning
 Study space
Provision of meeting rooms

Tourism and Promoting Place

Offaly Libraries Local Studies
Collaboration with Offaly Archives
Creative Zone
Book launches
Promoting Visit Offaly
Promoting OCC arts, heritage and
community programmes
Exhibitions
Social space

Strategic analysis of Offaly Libraries

Strategic use of Offaly Libraries' resources and personnel requires a full overview of the service, including thorough analysis of resources and usership. Such self-reflection offers the opportunity to gain new insight, to consolidate strengths, and to ameliorate deficiencies. Research into the challenges and opportunities facing libraries at present, reflection on the advantages and disadvantages of the service, and considerations emerging from consultation with patrons and partners lead us to the following SWOT (Strength – Weakness – Opportunity – Threat) analysis.



Strengths

- Valued and trusted community service
- Professional, friendly and committed staff
- Resilience and adaptability of libraries and library staff
- Eight branch library buildings strategically located countywide
- My Open Library: Banagher, Ferbane and Tullamore
- Opening hours that offer access on weekends and late evenings
- Free membership and free access to a broad range of services
- Quality stock collections in a variety of formats
- National Library Management System which provides access to over 15 million items
- IT services including public PCs, WiFi, printing and scanning
- Access to new technologies and innovative resources, e.g., 3D printing
- eServices comprising of books, audiobooks, comics, magazines, newspapers, language learning and a variety of other courses
- Local history and research facilities
- Strong programme of events for all age groups, e.g., Work Matters, Healthy Ireland, and Right To Read
- Partnerships with cultural and community organisations



Weaknesses

- Insufficient staffing numbers to sustain existing services and allow for expansion
- Book Fund investment (national recommendation of €3.77 per capita)
- Absence of quiet spaces in branches
- Constraints on space required in buildings to meet an expanding range of services
- Budget constraints
- Difficulty in engaging with non-users
- Lack of a dedicated schools service
- Limited services to young adults
- Limited broadband coverage in rural areas
- Lack of a mobile library or book delivery service
- Lack of accessibility in some library buildings



Opportunities

- New Library and Arts Space in Edenderry
- My Open Library Expansion
- Improve existing infrastructure through DRCD Small Capital Works Grants
- Climate Change and Adaptation opportunities for funding and programming
- Develop local history collection and resources and collaborate with Offaly Archives
- Collaborate with partners and other institutions to deliver key programmes
- Expand on services to primary schools and secondary schools relevant to the curriculum
- Build on relationships with pre-schools established through The Little Library Bag Initiative
- Embrace technological developments and introduce innovative technologies to enhance services

- Increased availability of stock through the National Distribution Service
- Expand online resources available to patrons
- Online events and recordings to improve reach to new audiences
- Embrace Design Thinking and people-centred services
- Support remote working and remote study systems



Threats

- Post-COVID-19 economic recovery implications
- Budget challenges coupled with rising operational costs
- Difficulties in staff recruitment, replacement and retention
- Changed societal behaviours in user engagement with library spaces post COVID-19
- Impact of COVID-19 on service models offered by the library
- Rising cost of both printed library stock and online resources
- Inadequate Staff development and training
- Impact of Brexit in dealing with UK suppliers
- Impact of new systems and technologies including the National Library Management System
- Public perception of the library service and its relevance in the community
- Copyright and Licensing issues consolidation of ePublishing markets

"There are opportunities for increased deployment and development of digital services to contribute enormously to quality of life, to economic growth, to social fabric and cohesion, to training and education, and to ongoing communication in all its forms in Offaly."

Our Partners

Offaly Libraries works closely with other agencies and community partners to optimise service delivery and to develop relationships that enhance the library service for the Offaly community. These include, but are not limited to:

- Other sections of Offaly County Council, e.g., Community and Culture, Offaly Tourism, Arts, Heritage, Offaly Local Enterprise Office, Housing, Planning, Municipal District offices in Birr, Edenderry and Tullamore, and OCC Information Systems
- Offaly Local Development Company
- Laois and Offaly Education and Training Board
- Laois Offaly Children and Young People Services Committee
- Offaly County Childcare Committee
- Laois Offaly Families For Autism
- Áirc Midlands
- Inclusion Ireland
- Schools and universities
- Local historical societies
- HSE, Mental Health Ireland, Jigsaw, Tulsa
- Age Action, Age-Friendly Ireland and the Age-Friendly Alliance
- Offaly Community Response Forum
- National Learning Network
- Citizens Information Centres
- Family Resource Centres
- Businesses, Chambers of Commerce
- Data Protection Commission
- National Parks and Wildlife Services, Clara
- Direct Provision Centres

"Libraries help to reduce inequality by providing safe, civic spaces open to all located in urban and rural areas across the world."

Consultation Process

In order to develop our library services as a catalyst for economic, social and cultural development, our strategy will take a partnership approach; it will be shaped by and incorporate input, feedback, and opinion from a range of stakeholders, including elected members, community groups, the public, and library staff. A series of consultation processes were undertaken: an open public Offaly Libraries Patron and Community Survey, an Offaly Libraries Schools Survey, a Comhairle na nÓg consultation, a Second-Level History Student Survey, surveys of event attendees, and an Offaly Libraries Staff Consultation.

Public Consultation

Comhairle na nÓg Consultation

Offaly Libraries held an online consultation with five members of the Tullamore Comhairle na nÓg in March of 2021. Following a fruitful discussion, several comments and recommendations came to the fore. The attendees highlighted that library staff are found to be extremely helpful and friendly; attendees felt that there is a dearth of events and resources for them specifically; attendees stressed the importance of targeted communication with schools, remarking that teachers with specific areas of responsibility might be a better conduit of information than principals or secretaries.

PATRON SURVEY 2021

"It is wonderful and inviting to see the friendly faces of staff and everyone is most helpful when I visit. (Staff also very helpful on the phone). I love the way the library has been modernised in recent years (layout, books etc). A library for the 21stc."

Secondary-School Student Survey

Offaly Libraries conducted surveys with fifth-year history students in three Offaly secondary schools, with a total of 40 responses across two surveys regarding their use of and attitudes toward the library service. The three teachers were also interviewed. There were high levels of levels of membership among respondents and all respondents, whether members or not, had visited the library at some point. The majority had borrowed books and large numbers had used study space; these emerged as very valued services. Libraries were generally seen as welcoming places with friendly staff. A lack of knowledge of the services available through Offaly Libraries became clear, and My Open Library was unfamiliar to many respondents.

The interviews with teachers echoed this lack of knowledge about library services. The contacts made through the outreach project was highlighted by teachers as building valuable relationships with the library. Teachers also stated that joining the library should be easier for young adults.

Public Survey

In 2021, the Offaly Libraries Patron and Community Survey was run online, with a total of 172 responses (see Appendix 1). It was promoted on social media, through the library's website, on Offaly County Council's Sharepoint and to targeted stakeholders. This survey returned very valuable information for Offaly Libraries, including:

- The most-used services provided by the library:
 borrowing items and accessing the Digital Library
- The high satisfaction rate regarding library customer service among respondents (80% were very Satisfied)
- "I like all the services offered to members and also how the Library responded helpfully during these restrictive pandemic times"
- How respondents find out about library services and events: social media and the library website
 were the top responses
- 13% of respondents were unsure of what the My Open Library service was, indicating a need for patron education
- The most important aspects of the library service for respondents were the book collection, staff assistance, and an easy-to-navigate website
- Improvements sought by respondents included more eBooks, a reading room, dual language books,
 improved signage and more services for older people

Schools Survey

The Offaly Libraries School Survey was conducted in April of 2021, with 44 respondents offering feedback (see Appendix 2). This survey returned very valuable information for Offaly Libraries, including:

- Only 30% of respondents had teacher memberships
- Some respondents had concerns regarding fines on teacher library accounts and bringing noisy
 classes to the library, indicating a need to better educate teachers on the library services and to
 encourage them to bring their classes to the library
- Teachers expressed great interest in class book sets and in library staff outreach to schools

Programme Surveys

Offaly Libraries sought feedback from attendees at the Parent Support Autumn Programme and the adult events in the Sensory Offaly 2021 Programme with 132 and 15 responses, respectively.







Figure 25: Word cloud from patron survey comments

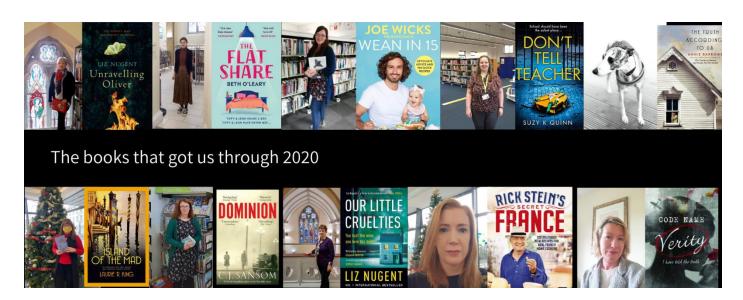
Staff Consultation

In December 2019 and again in November 2021, Offaly Libraries conducted a staff consultation for the upcoming development plan, in person and online, respectively. Staff were asked to take part in a 'blue sky' thinking exercise and embrace the opportunities afforded to give feedback on existing services and propose new and improved offerings.

Staff took particular pride in aspects of the library service across the three pillars of the national Public Library Strategy. National children-focussed programmes such as Summer Stars, Family Time At Your Library, and the Children's Book Festival were considered highlights. The importance of services like My Open Library, Local Studies and Book Clubs were praised, as was the vital work of outreach to schools, community groups and various partner organisations. Staff stressed the need to better promote library services to non-library members through non-digital means, as new patrons are often surprised to hear the range of services on offer through the library.

Some areas for development that were raised in 2019, including the need for sensory facilities, improved signage, and the refurbishment of certain branches, have been improved or provided in the period since the initial staff consultation. There has been work done on the expressed need for continued training and increased staff numbers, with extensive online training over the 2020-2021 period, and the implementation of the Workforce Plan.

Heavy emphasis was placed on the importance of promoting the library through a range of media to target existing patrons and non-library users. Staff also wished to expand the County collection in certain areas, including adult literacy and level readers, sensory materials, class sets and Local Studies. Partnership and collaboration with outside organisations and other council sections were considered essential.





Action Plan Objectives 2022-2023

Our Public Libraries 2022, the national public library strategy, lists three strategic pillars for Irish public libraries: Reading and Literacy, Learning and Information, and Community and Culture. Building on these pillars, we have identified seven key Strategic Areas that will inform the development of Offaly Libraries over the lifetime of this plan and see out the remaining years of the current national public library strategy. Within these Strategic Areas, we have set out action-plan objectives to ensure Offaly Libraries responds to the changing needs of our growing and diverse communities

Strategic Area 1: Infrastructure & Service Delivery

Infrastructure

- Progress detailed design preparation and funding applications for the development of a new community library and arts space in Edenderry
- Examine and progress capital development options to improve library services in Banagher and Ferbane
- Assess all buildings in response to accessibility and public health guidelines during the pandemic era
- Complete refurbishment works at Kilcormac and Daingean libraries
- Develop and maintain all library branches as dynamic, innovative and welcoming cultural destinations at the heart of communities
- Address objectives of the Climate Action Plan and progress energy efficiency upgrades, starting with Clara
 Library
- Upgrade My Open Library technology at Tullamore and Banagher Libraries
- Deliver a dedicated Sensory Room at Tullamore Library
- Investigate opportunities to develop Maker Spaces in Offaly Libraries
- Investigate opportunities to deliver quiet spaces, outdoor programming spaces and sensory-friendly spaces
 across the library network
- Deliver a dedicated Local Studies space and Reading Room at Tullamore Library
- Consider and detail financial implications of progressing improvements and sustaining existing services within libraries
- Anchor funding applications to the stated objectives of this interim plan and any other relevant underpinning policy documents

Service Delivery

- Regularly consult with our communities and seek their input in shaping our library services
- Review service hours in the context of providing user-friendly, safe and accessible services for all
- Continue to offer user services by appointment as required, e.g., Contact & Collect
- Continue to implement all local and national library policies
- Develop self-service technologies and safe modes of user access in response to COVID-19 or other public health considerations
- Reinstate My Open Library services when restrictions allow, in line with public health guidelines
- Launch My Open Library services in Edenderry Library, when public health guidelines allow
- Prepare for My Open Library expansion as national calls allow



- Expand Age Friendly programmes and deliver on objectives under the Age Friendly Strategy
- Extend Age Friendly Library status into Tullamore, Edenderry and Birr libraries
- Provide non-contact return facilities for users
- Investigate opportunities to provide targeted book delivery services

"Capital funding for libraries will...strengthen libraries as essential community facilities, providing services that underpin the attractiveness, liveability and sustainability of communities."

Figure 26: National Development Plan 2021-2030

Strategic Area 2: Library Team (Development & Training)

- Fill vacancies and deliver national WFP staffing agreement
- Ensure appropriate staffing levels across all service points to enable excellent customer service
- Deliver PMDS and harness opportunities to develop our staff and service
- Deliver essential training with particular focus on national programmes, new technologies
- and national policies and standards, e.g., Child Protection, GDPR, FOI, etc.
- Engage with LGMA Libraries Development Unit in devising sector specific training for library staff
- Support staff training and initiatives in the delivery of climate action objectives
- Support staff to engage in opportunities of professional development through regular CPD and study for professional library qualifications
- Create an innovative and positive library culture
- Encourage and develop staff through participation in Library Association of Ireland, EBLIDA, European and IFLA
 International Library engagements and conferences

Strategic Area 3: Promotion & Marketing

- Deliver a tailored Promotion and Marketing Strategy for Offaly Library services
- Develop library newsletters and promotional interventions across all media platforms
- Promote Offaly library services by contributing to national and local working groups



Figure 27: New signage in Tullamore Library

- Review library signage taking account of public library standards, accessibility, and the Official Languages Act
- Establish library brand and local messages across new website and new LMS
- Develop library marketing initiatives and branding, taking account of national and local campaigns
- Utilise new and emerging technologies to market diverse library services
- Develop marketing campaigns for new Offaly Library services including Sensory Offaly and Offaly Libraries
 Local Studies
- Continue to support and facilitate senior library staff participation on key local, national and international
 fora with a view to both promoting Offaly Libraries and engaging with new best practice models in library
 provision

Strategic Area 4: Collections & Programmes

- Progress a Collection Development Policy to guide the purchase of both physical and online material
- Provide access to quality collections that reflect the diverse needs of our communities
- Increase investment in library services and the book fund, taking into account the national book fund benchmark of €3.77 per capita
- Research, select and catalogue library stock for new community library in Edenderry
- Develop and promote specialist materials such as Sensory Offaly and Local Studies collections
- Devise initiatives that will encourage reader development and literacy
- Advance Right To Read literacy and reading programme for adults and children in collaboration with the Right To Read network, community organisations and education bodies
- Develop and promote a class novel scheme to include titles for primary school children
- Expand Book Club collections and take an active role in establishing books clubs within the County
- Implement new LMS allowing patrons continued access to books in all libraries throughout Ireland
- Provide a challenging and inspiring outreach programme for readers
- Work in collaboration with Offaly County Council Arts Office and the Creative Edenderry Steering Group to devise and inform future meaningful cultural arts programmes for the community
- Develop Healthy Ireland At Your Library, promoting the role of the library as a reliable source of public health information
- Develop programming and capacity-building for communities in support of climate change action
- Work in collaboration with the Healthy Offaly Team to promote physical and mental well-being
- Deliver Work Matters at Your Library and invest in resources that are informative and effective for the business community and job seekers
- Work in collaboration with the OCC IS department and Munster Technological University on the development of Vex Robotics and Dojo Mór initiatives
- Develop a Local Studies programme of lectures, exhibitions and events that promote the history and heritage of the County
- Develop Local Studies collections and digital resources (including oral history materials), and make Local
- Studies more accessible online and through digitisation

WORK MATTERS AT YOUR LIBRARY SURVEY 2021 -WHAT WOULD YOU LIKE? "Business showcasing events for networking."

Collaborate with Offaly Archives in the development and promotion of the archival collections

- Establish Local Studies outreach programmes with primary and post-primary schools
- Develop Sensory Offaly programmes and services for adults and children with additional needs
- Deliver parenting support talks and workshops from experts and professionals
- Develop a STEAM programme to engage and inspire our younger community members
- Research and deliver quality Seachtain na Gaeilge programmes and support Irish language speakers
- Support, promote and integrate the Creative Ireland programme to encourage creativity within our communities



Strategic Area 5: Research & Development (Review & Evaluation)

- Review and document trends of usership and patterns of engagement with Offaly Libraries during and after the COVID-19 pandemic
- Research new forms of engagement to increase awareness and usage of services
- Research funding opportunities locally and nationally to increase and develop library services
- Research national and international public library strategies to develop improved services and access to the community
- Seek feedback from stakeholders and patrons to inform and enhance Offaly Library Service
- Research and utilise technology to encourage use of available facilities, e.g., 3D printers
- Identify opportunities to take part in local community research
- Develop a library programme and events calendar that reflects the interests of our communities
- Develop a Creative Zone to encourage and enhance innovation and initiative amongst our community
- Work in partnership with the Libraries Development Unit LGMA as required to review Our Public Libraries
 2022 and prepare for new public library strategy due during 2023
- Take stock of influencing factors impacting Offaly Libraries at the end of 2022/early 2023 and complete a
 PESTLE Analysis reflective of same
- Engage in a research and development exercise, looking to international best practices and innovative services in libraries, utilising European and international networks, including Lighthouse Libraries, EBLIDA, and IFLA



Strategic Area 6: Partnership & Collaboration

- Work in partnership with local and national bodies to deliver shared goals
- Work in partnership with the Libraries
 Development Unit LGMA and DRCD in implementing national programmes
- As part of the Alternative Collaborate Approach (2016), continue to work with Laois County
 Library Service on shared library programmes to optimise resources, including joint applications for funding and delivery of programmes and shared training resources across both counties when possible

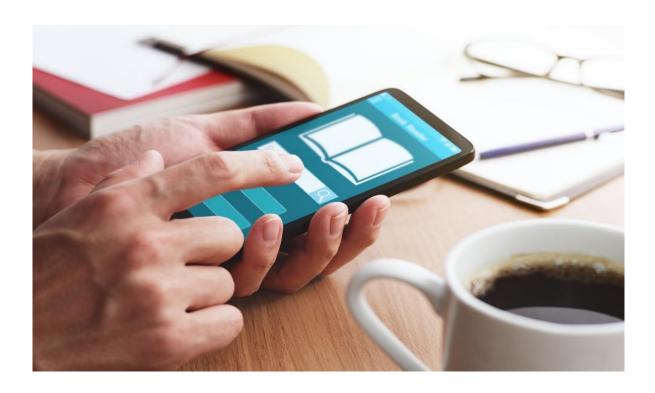


Figure 28: Ireland Reads 2021 pictures from around Offaly

- Strengthen the partnership between Offaly Archives and Offaly Libraries Local Studies and engage with local historians, historical groups and the Offaly Historical and Archaeological Society
- Maintain and build on the network of local stakeholder relationships, including Direct Provision Centres, the
 Offaly Traveller Movement, Laois Offaly CYPSC, LOETB, Offaly County Childcare Committee, Offaly Public
 Participation Network, Local Community Development Committee, and local service providers as a means of
 reaching new audiences
- Strengthen collaborations with Midlands Energy Agency (MEA) partners
- Collaborate with Offaly County Council Arts Office and Creative Edenderry Steering Group to develop a cultural and creative environment in Edenderry
- Engage and develop partnerships with early learning and childcare settings, and primary and post-primary schools within the County
- Build partnerships with third level institutions
- Engage with Comhairle na nÓg to establish relationships with young people in the County
- Strengthen the Age Friendly Alliance partnership and engage with the older person council on Age Friendly initiatives
- Build on internal partnerships within Offaly County Council and collaborate with the IS Department, Arts
 Office, Heritage Office, Community and Culture, and Environment sections to support awareness, education
 and promotion of strategic initiatives through event programming and funding opportunities

Strategic Area 7: eServices & Digital Libraries

- Develop a user-friendly and accessible online presence through a redeveloped library website
- Deliver a new fully integrated and customer-focused Library Management System in Offaly Libraries
- Install occupancy software technology in libraries and develop online booking facilities
- Work with OCC IS Department to maximize WiFi connectivity in and surrounding our libraries
- Work with OCC IS Department to identify innovation technologies for the new community library in Edenderry
- Introduce eduroam across all libraries to support researchers and students
- Upgrade self-service printing facilities
- Investigate Library App solutions
- Extend and develop online service provision and methods of connecting with communities through social media, blogs, podcasts, and online events
- Curate new and engaging online resources for all age groups
- Digitise and promote unique Local Studies collections and enhance user access to same
- Deliver tailored digital literacy skills training in response to user need, e.g., Age Friendly Digital Ambassador programme



Review and Monitoring

Review and monitoring of the implementation of this plan up to and including 2023 will take place via the following methods:

- regular service indicator analysis
- regular user and non-user engagement
- regular reviews of annual library team development plan
- regular library team meetings
- regular Senior Library Team Directorate meetings

Progress of implementation will be formally taken account of via:

- Monthly Chief Executive Report returns
- Quarterly Community and Culture Strategic Policy Committee presentations
- Annual Budget Report
- Annual Report to Council
- National Performance Indicators return to NOAC
- Regular reports and updates to the Library Development Unit, LGMA with regard to all national strategy programmes
- Regular reports and updates to DRCD on all specialist projects and capital projects



Figure 29: Mosaic-making at Ferbane Library as part of Cruinniú na nÓg, 2019

This interim plan will be reviewed as necessary over its lifetime and with regard to the fact that it is a 'bridging document' until such time as a new National Public Library Strategy is published by 2023. Notwithstanding this fact, and being cognisant of the environment of fast-paced change within which libraries find themselves due to the current pandemic, this plan may be revised if necessary to take account of any significant change in strategic direction.

Offaly Libraries looks forward to implementing *Creating Collaborative Communities* and will use the process of review and monitoring to assist in preparations for our next full five-year development plan. This will afford the service further opportunity to engage with the people of Offaly and develop, innovate and shape an ever-evolving and responsive library service accessible to all for years ahead.

"Libraries are key public institutions that have a vital role to play in development at every level of society."

Figure 30: Libraries and the implementation of the UN 2030 Agenda, IFLA



Library Branch Contact Details

Banagher Library – Phone: 057 9151471, Email: banagherlibrary@offalycoco.ie

Birr Library – Phone: 057 9124950, Email: birrlibrary@offalycoco.ie

Clara Library – Phone: 057 9331389, Email: claralibrary@offalycoco.ie

Daingean Library – Phone: 057 9353005, Email: daingeanlibrary@offalycoco.ie

Edenderry Library – Phone: 046 9731028, Email: edenderrylibrary@offalycoco.ie

Ferbane Library – Phone: 090 6454259, Email: ferbanelibrary@offalycoco.ie

Kilcormac Library – Phone: 057 9135086, Email: kilcormaclibrary@offalycoco.ie

Tullamore Library – Phone: 057 9346832, Email: tullamorelibrary@offalycoco.ie

Offaly Libraries Social Media



offaly.ie/libraries



@offalylibraires



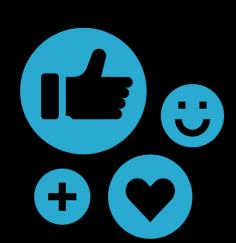
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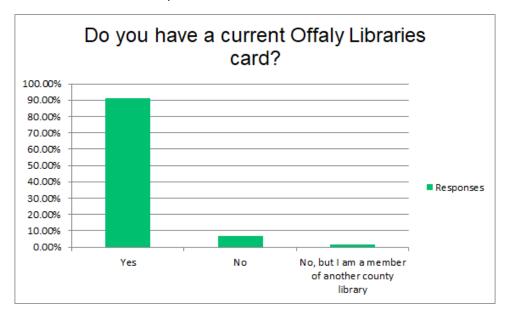
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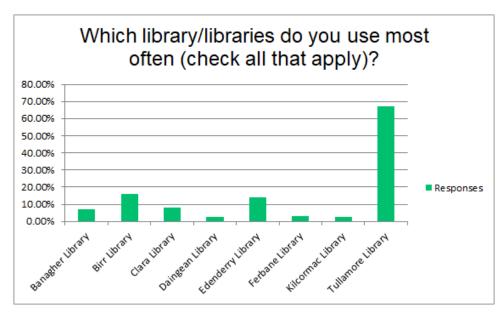
Appendices

Appendix 1: Patron and Community Survey

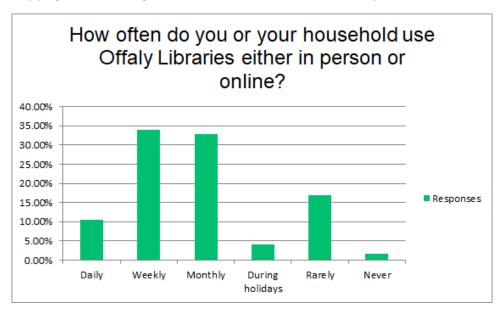
91% of respondents were members of Offaly Libraries



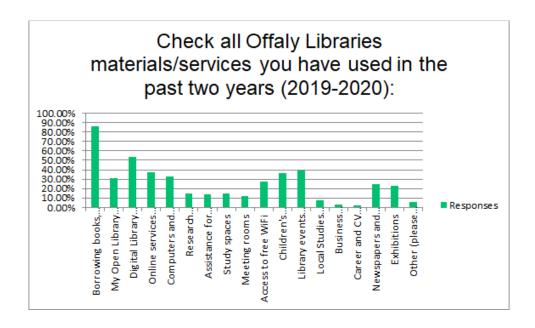
Tullamore Library was the most frequented (67%), followed by Birr, Edenderry, Clara, Banagher, Ferbane, and Daingean and Kilcormac were tied with 2.4% each.



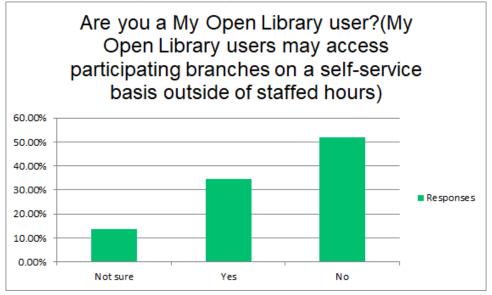
Most respondents use the library weekly or monthly. When asked for reasons that prevent them from using the library, 36% of answers were personal lack of time, followed by distance from a library (9%). Other responses included COVID-19 restrictions, lack of parking at the library, opening hours, lack of access to local history materials, printing and photocopying services being too inflexible, and lack of ASD-friendly times.



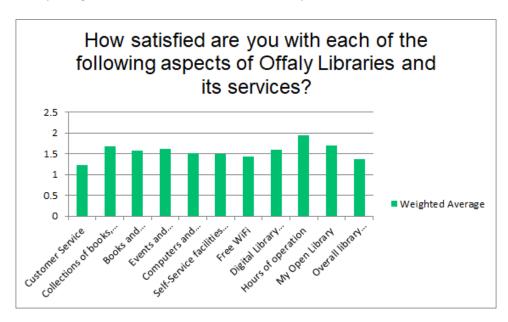
Since 2019, respondents made use of a range of services and collections at Offaly Libraries. Borrowing books, DVDs and reference materials was the most availed of service (86%), and the Digital Library (53%), library events (39%), children's services (36%), and online services (37%) were also well-utilised.



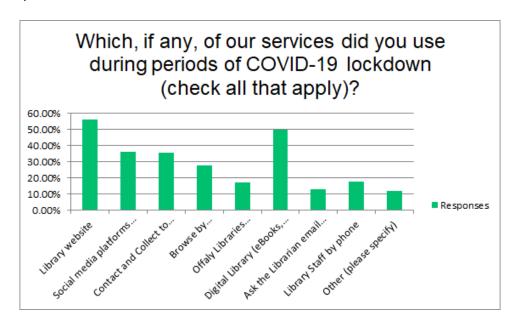
35% of respondents were MOL members, 52% were not, and 13% were unsure.



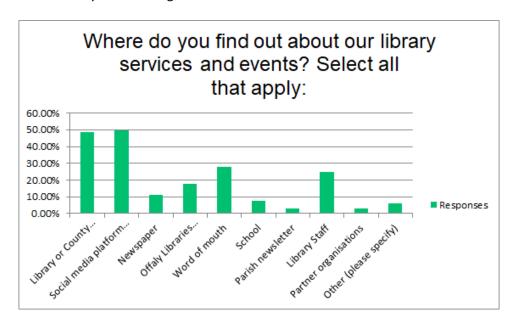
Satisfactions rates with the range of services at Offaly Libraries were quite high, with 80% Very Satisfied with customer service and more than half of respondents Very Satisfied with overall library functionality, the free WiFi, self-service facilities, the Digital Library, computers and printing services, the book, DVD and reference collections and the MOL service. Opening hours were the issue which had respondents least satisfied.



Over half of respondents accessed the library website during COVID-19 lockdown. There was reasonable usage of the Digital Library (50%), Offaly Libraries social media platforms (36%), Contact & Collect (36%), and Browse by Appointment (27%).



Respondents found out about library events and services mainly through social media (49%) and the website (49%), with word of mouth and library staff coming in next.



When asked to rate various library programmes and services from Very Important to Unimportant, book collections, staff assistance, an easy-to-use website, the Digital Library and Age-friendly programmes were deemed the most important. Among the least important services to respondents were games and activities, book clubs, Work Matters and Health programmes and resources.

In decreasing order of importance:

Book collections
Staff assistance
Easy to navigate website

Digital Library (eBooks, eAudiobooks, eComics, film and music streaming, etc.)

Age-friendly programmes

Library layout, design and furniture

Self-Service facilities (Self-issue of items, self-

print/scan/photocopy, etc.)

Noise levels

Free WiFi

Local Studies collection

Signage and information notices

Study and work space

My Open Library service

Computer and printing services

Autism- and sensory-friendly programmes

Reading festivals (Summer Stars, Spring Into Story time,

Ireland Reads, etc.)

Literacy/Numeracy Supports

Social media content (Facebook, Twitter, Instagram)

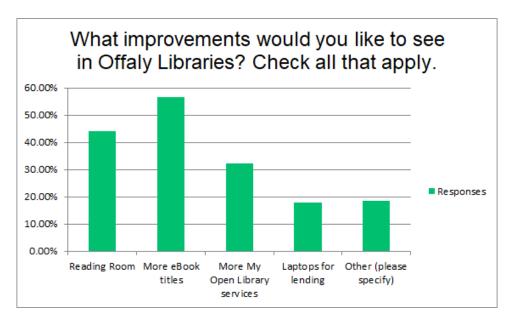
Health programmes and resources

Work Matters (career and new business set up resources)

Book clubs

Games and activities

Improvements sought by respondents included more eBooks (55%) and a reading room (45%). Additional suggestions offered included book recommendations; musical instruments to borrow; improved signage; more business workshops; IT training for those with literacy issues; longer opening hours; outreach to schools and clubs; more children's events; more books in other languages and dual language books; larger book and DVD collections; more author events and promotion of Irish authors; remote access to local history and newspaper resources; more services for older people, including book clubs and read-aloud sessions; meeting rooms and study spaces.



Respondents were asked what they like about Offaly Libraries. The staff came top of the list in this, and environment and collections were highlighted, as were the services provided during lockdown and the national request system. MOL and accessibility were also praised.

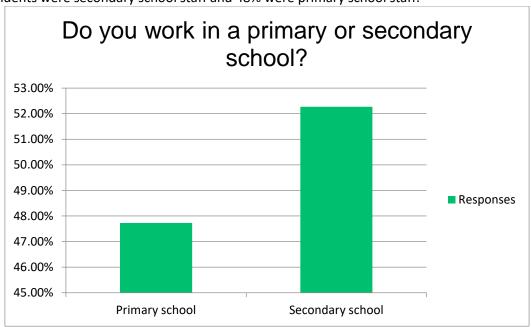
Additional comments were sought, and responses included:

A desire for a dedicated IT person to help patrons and an appointment system to ask for help; wish for more eAudiobooks; more adult literacy items; too many events at the library that would be better suited to an arts centre; too much noise from children; more links with schools needed; catalogue not user-friendly; too much change in library layout; more ventilation and reading spaces needed; borrowable board games; more literary events wanted; better age filters on catalogue

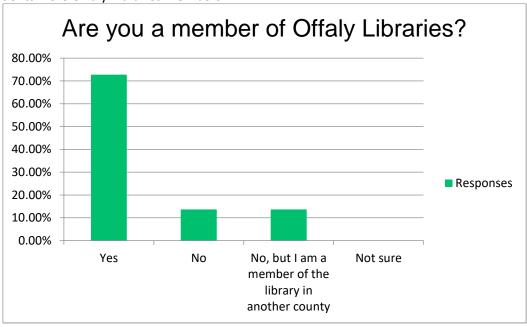
Appendix 2: Offaly Libraries School Consultation

The school survey was emailed to all primary and secondary schools in Offaly, and recipients were asked to share it with teachers.

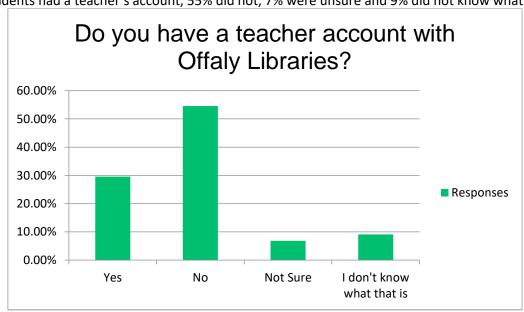
52% of respondents were secondary school staff and 48% were primary school staff.



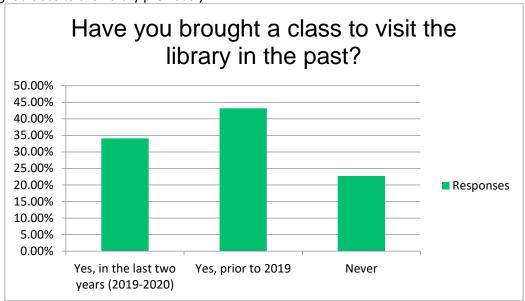
73% of respondents were Offaly Libraries members



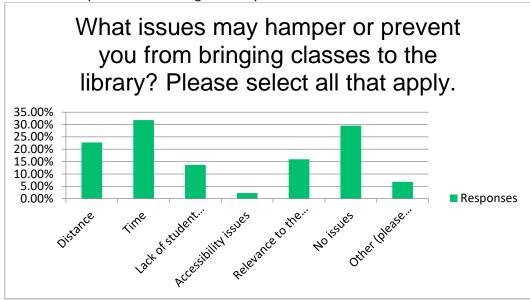
30% of respondents had a teacher's account, 55% did not, 7% were unsure and 9% did not know what it was.



77% had brought a class to the library previously.



30% of respondents reported no issues in bringing classes to the library. Of the rest, time, distance and relevance to the class posed issues. Worry over a class being too noisy hindered one teacher.



Teachers were overwhelmingly positive about class sets (84%) and online outreach from library staff (80%).

Attractive events for teachers included author visits, class visits to borrow books, STEM and history events, and storytimes. Teachers also said they would use the book collections, BorrowBox and the Local Studies collection.

The call for comments or suggestions raised a few points:

- Teachers are nervous of borrowing books for students for fear they would be lost or damaged
- Teachers are not aware of the full list of services available

Appendix 3: Offaly Libraries budgets 2019-2021

	2021	2020	2019
Library Service Operations	€1,376,647	€1,393,315	€1,347,474
Archive Service	€42,000	€36,000	€36,000
Book Fund	€140,000	€140,000	€140,000
Contributions to Library Organisations	€68,969	€17,202	€16,311
Service Supports Costs	€1,059,951	€1,023,739	€977,785
Total	€2,687,567	€2,610,256	€2,517,570

Appendix 4: Offaly Libraries' stock

	Book Stock 2021
Tullamore MD Tullamore and Clara libraries	41,447
Birr MD Birr, Banagher, Ferbane and Kilcormac libraries	39,018
Edenderry MD Edenderry and Daingean libraries	23,219
Library HQ	18,087
Total	121,771

Images and Illustrations Figure 1: Our Public Libraries 2022

Figure 1: Our Public Libraries 2022	
Figure 2: Offaly County Council Corporate Plan 2019-2024	3
Figure 3: CSO Yearbook 2018 Offaly	ε
Figure 4: CSO Yearbook 2019 Offaly	7
Figure 5: Map of Offaly Libraries' branch locations	8
Figure 6: Key Policy Documents for Offaly Libraries' Interim Development Plan 2022-2023	9
Figure 7: The Magic Table in use at Tullamore Library	11
Figure 8: Offaly Archives shelves, Reading Room, and collection. Photo credit: Offaly Archives	11
Figure 9: Summer Stars participants	12
Figure 10: Engagement in 2019	13
Figure 11: Engagement in 2020	13
Figure 12: Contact & Collect in action	14
Figure 13: January to November 2021 at a glance	18
Figure 14:Yvonne Farrell, Offaly Culture and Creativity Strategy 2018-2022	18
Figure 15: Promotion for Comic Con in 2021	19
Figure 16: Cosplay competition details and winners at Comic Con 2021	19
Figure 17: Figure 10: The Offaly Libraries History Lecture Series Brochure	20
Figure 18: Library staff, Esther, and patrons outside Kilcormac Library	20
Figure 19: STEAM brochure	21
Figure 20: Parent Support programme brochure	21
Figure 21: Sensory Offaly 2021 Programme	21
Figure 22: 2017-2020 comparison of Offaly Libraries Twitter and Facebook accounts	22
Figure 23: Offaly Digital Strategy 2020-2022	27
Figure 24: Access and Opportunity for All, IFLA	28
Figure 25: Word cloud from patron survey comments	31
Figure 26: National Development Plan 2021-2030	
Figure 27: New signage in Tullamore Library	36
Figure 28: Ireland Reads 2021 pictures from around Offaly	40
Figure 29: Mosaic-making at Ferbane Library as part of Cruinniú na nÓg, 2019	42
Figure 30: Libraries and the implementation of the UN 2030 Agenda, IFLA	43