Birmingham City Council

THE LIBRARY OF BIRMINGHAM

LIBRARY OF BIRMINGHAM

Brian Gambles

Assistant Director, Culture, BCC

BIRMINGHAM BIG CITY PLAN

Birmingham City Council

THE LIBRARY OF BIRMINGHAM

Big City Plan

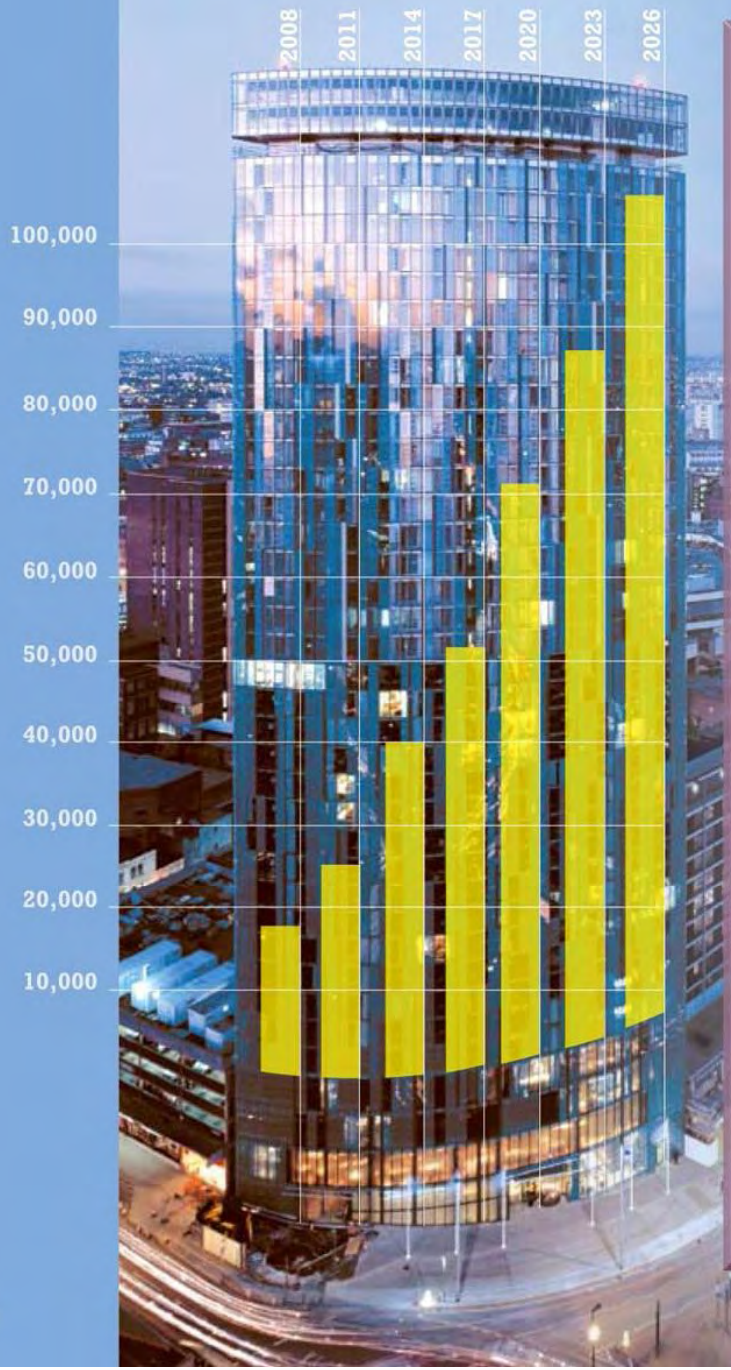
To create a world class city centre, planning for next 20 years, and to be in the top 20 most liveable cities in the world

BIRMINGHAM BIG CITY PLAN

World's Top 100 Most Livable Cities

A new Mercer study ranks cities by the quality of life they offer expatriate executives and their families across the world

1	ZURICH	Switzerland
2	GENEVA	Switzerland
3	VANCOUVER	Canada
4	VIENNA	Austria
5	AUCKLAND	New Zealand
6	DUSSELDORF	Germany
53	NAGOYA	Japan
55	BIRMINGHAM	United Kingdom
55	TSUKUBA	Japan
55	GLASGOW	United Kingdom
55	LOS ANGELES, CA	United States



100,000 increase in

Birmingham's population

by 2026 is the city's big ambition

Both ethnically and culturally rich, Birmingham's population is growing. Increasingly, the city has become a magnetic draw, with the power to attract and retain. Thousands are already benefiting from the regenerated areas that have characterised the re-emergence of Birmingham as a global city.

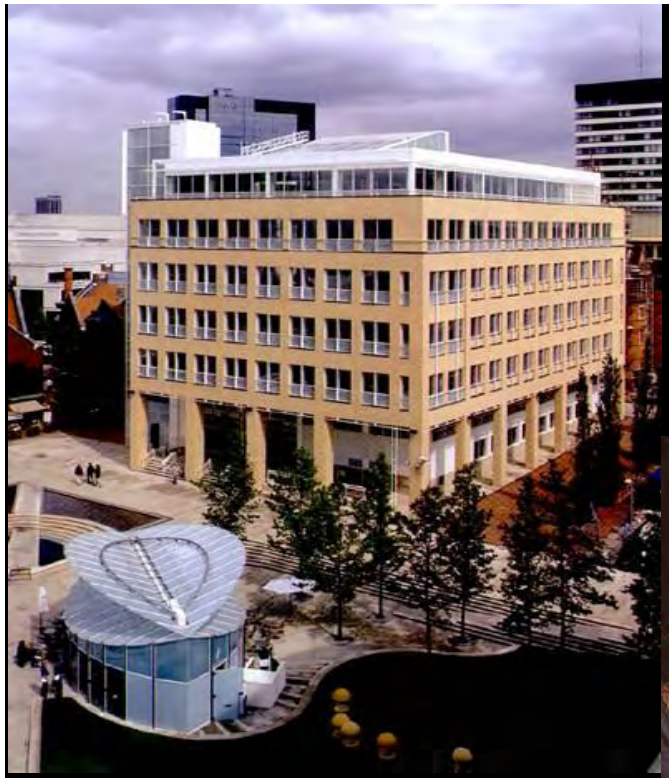
A rise in population of 100,000 by 2026 would also see the city's workforce flourish, with large numbers of skilled and flexible employees driving the success of local businesses. At over 500,000, the city's labour market provides a vital asset that cannot be ignored, underpinning Birmingham's confidence and long-term prosperity. Yet it's in the diversity of its people that the city really scores, naturally forging strong commercial links with external markets across the world.

Birmingham

Growing the City Centre 0.8-8 square kilometres

37%
of Birmingham's
population is aged under 25
UK's first
ethnic
majority
city

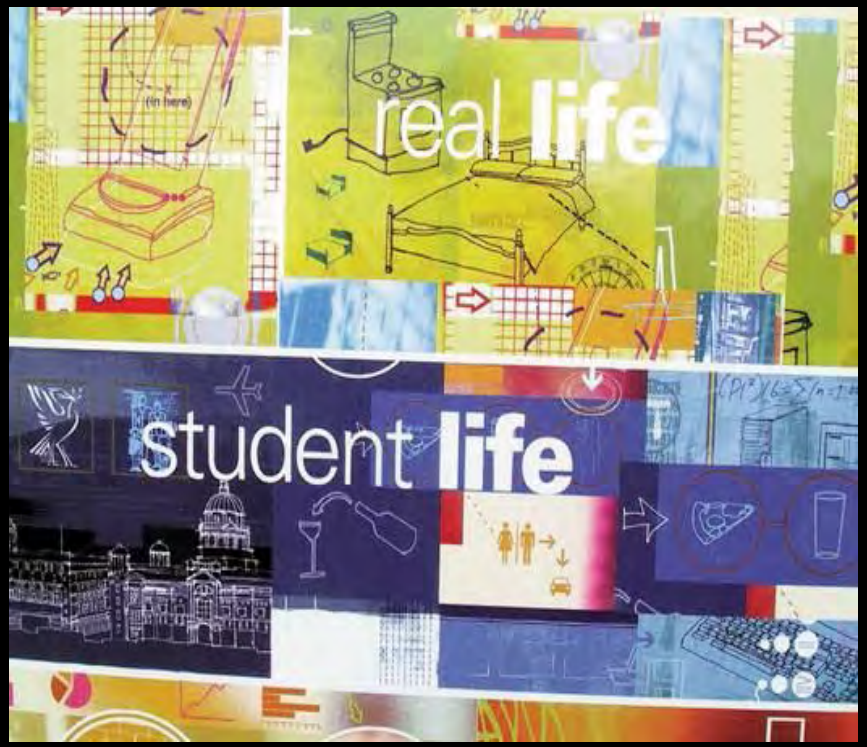
big
ideas



working city

sociable city

exchange city



learning city

knowledge city

Birmingham
A world city

New Street Station

Completion 2014

BIRMINGHAM
INTERNATIONAL AIRPORT

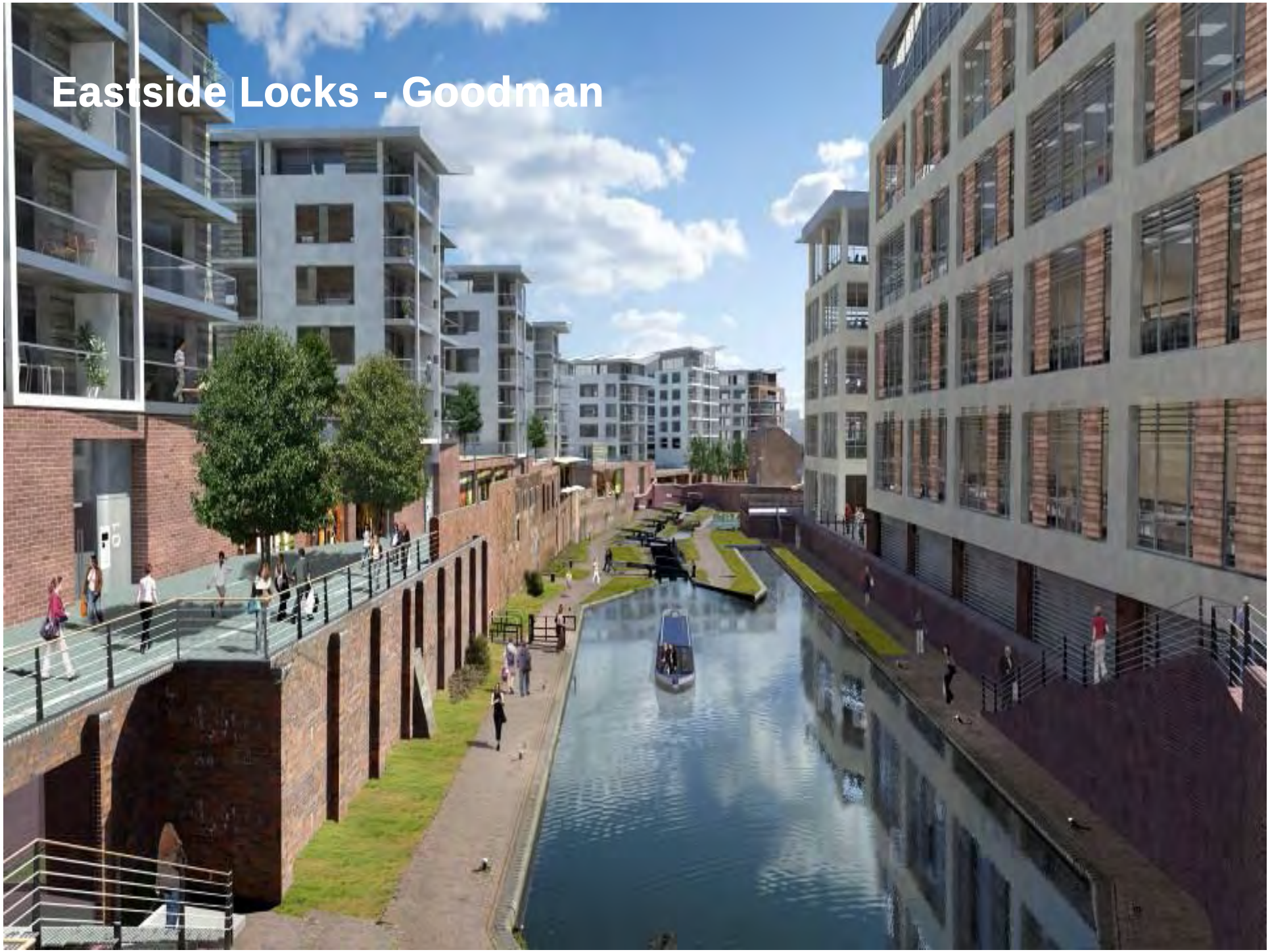
YOU & YOUR WORLD

CITY PARK

Super Hospital

Completion 2010

Eastside Locks - Goodman



City Park Gate - Quintain

New Magistrates Court Completion 2012

Eleven Brindleyplace

103 Colmore Row

The Cube

Edgbaston Cricket Ground

Bournville College

V Building - Eric Kuhne

Beorma – Salhia Developments

20
£1X000 000 000

VERO MODA
JACK&JONES
USC
www.urbansplash.co.uk
4800
additional jobs between 2008 and 2020

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Big City Plan
Five drivers of competitiveness

- Innovation and skills
- Economic and cultural diversity
- Connectivity, physical and digital
- Strategic capacity
- Quality of place

BIRMINGHAM BIG CITY PLAN

REP

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The Library of Birmingham
What is proposed?

- World-class cultural centre in a world-class location
- Joint working with The REP – retaining distinct identities
- Shared facilities
- Cost - £193 million (2013 out-turn)
- Size – 31,000 sq metres
- Project Management: Capita Symonds
- Design Team: Mecanoo, Buro Happold
- Contractor: Carillion, 30+ sub-contractors

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What is going to happen when?

- April 2009: launch of design
- July 2009: archaeological survey begins
- Late 2009: designs finalised and gross maximum price agreed
- February 2010: start digging
- March 2013: Hand over library to client
- June 2013: open the doors

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THE LIBRARY OF BIRMINGHAM

*Our **vision** is to be a library like no other, the best public library in the world*

Integrated with Birmingham Repertory Theatre it will create a unique centre for learning, information and culture. It will be an enduring beacon for Birmingham, raising the city's international profile and achieving excellence with local communities. Accessible and welcoming to all, it will reach out to some of the city's most disadvantaged citizens. It will be a universal meeting place, a hub for the region, an engine for the knowledge and creative economies. Through written, printed, audio, visual and interactive resources and technologies the Library of Birmingham will link the people of Birmingham to the world. It will bring the world to Birmingham.

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- The LoB development is rooted in three core principles
  - Universality
  - Sustainability
  - World-class

- And driven forward by three underpinning themes: -
  - Building the Knowledge Economy
  - Investing in Children, Young People and Families
  - Promoting Community Culture and Heritage

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The Library of the Future

The Library Experience

A Centre for Knowledge

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Insights and Behaviours

- Ideally placed to capitalise on transition from product-based economy to an experience based economy
- Hybrid life – undifferentiated between on and off line
- Self-authoring
- Shared experiences – mashing up content and co-creation
- Authenticity and originality
- Interactive game playing
- Expectations of service

Challenges and Opportunities

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- New levels of exposure to media and Public Relations

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- Funding opportunities and corporate partnership opportunities – we are major rights holders

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New connections

- Microsoft
- IBM
- Cisco
- Apple
- Google
- BT
- Hewlett Packard
- Phillips
- Samsung
- Serious Games Institute
- University of Salford (Intelligent Buildings)
- Coventry Design Hub
- Innovation Lab
- BFI Mediatheque

physical, digital and virtual roles for the library become interwoven, seamless and of equal weight…

…creating transferable lessons and a diffusion effect to spread the impact of city centre investment across all libraries…a wider community benefit

The competition

- Apple I university
- World Digital Library
- Google partnerships
- Rapid dominance of social media sites

Locally…new levels of interest

- Universities
- Business umbrella agencies
- Faith Groups
- Social networks – Lunar Society, RSA, Birmingham Forward, Women in Property…
- Friends of the Central Library

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new models of library and archive services

Library as agent for the democratisation of knowledge

- The change is fundamentally away from a transactional model of service, based upon the notion of the book (as surrogate for any physical media) and information as **products** …
- … to an enabling infrastructure for social interaction, knowledge acquisition, and personal and community development, a participative model of service delivery
- to free people from the constraints of democratised information, and to enable people to convert information, through a process of learning and exploration, into knowledge

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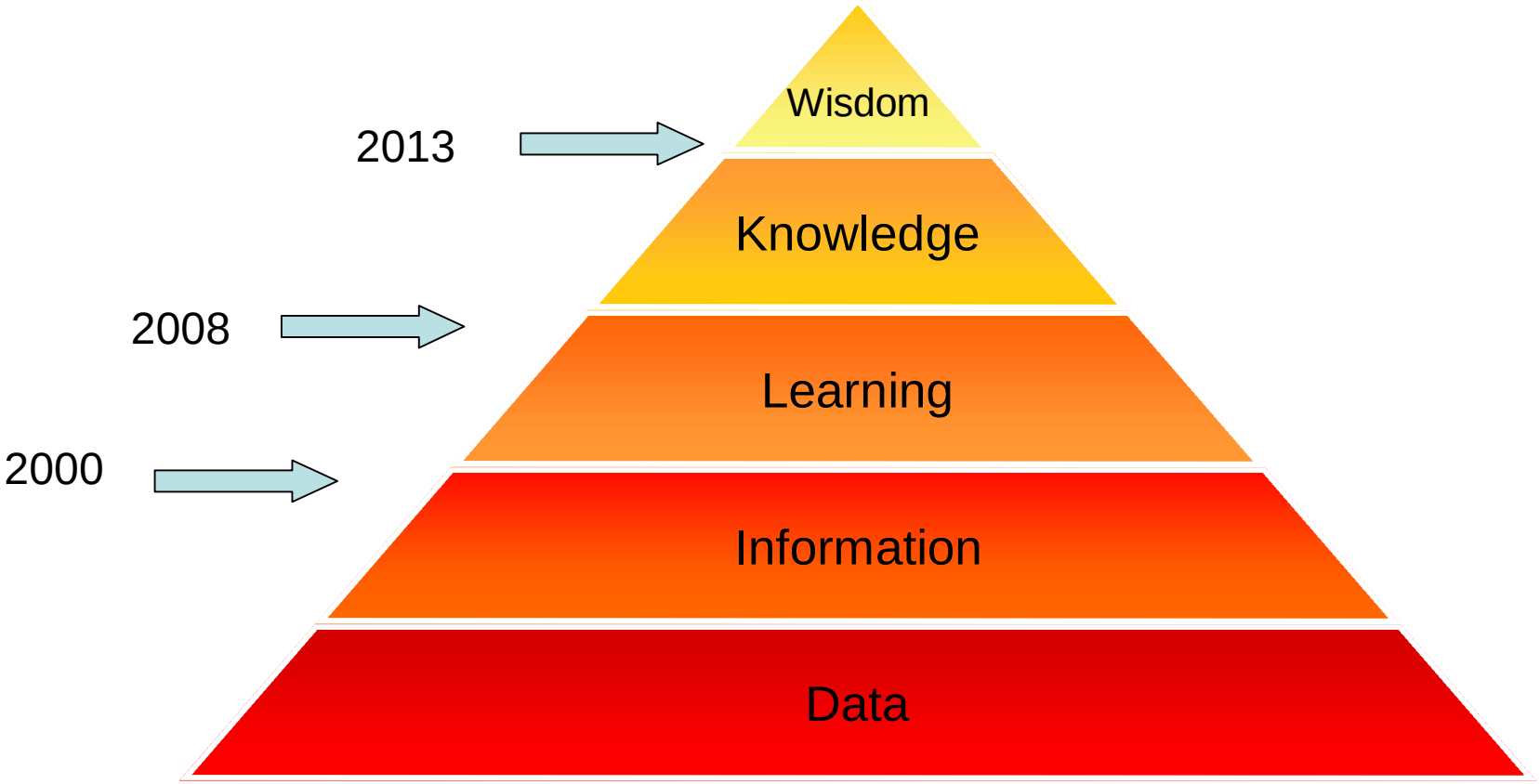

The active library

- The single most profound change affecting society, technology and the role of the library is a hunger to take advantage of new opportunities to participate, communicate, contribute, interact, recommend, discover, experience, and personalise. In sum, to be active participants, not passive recipients.

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The Library Experience

- Ideally placed to capitalise on transition from product-based economy to an experience based economy
- A centre for culture

What's the USP?

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- Unique content
  - Shakespeare
  - Industrial revolution
  - Diversity
  - Photography
  - Range of services
  - Community Engagement

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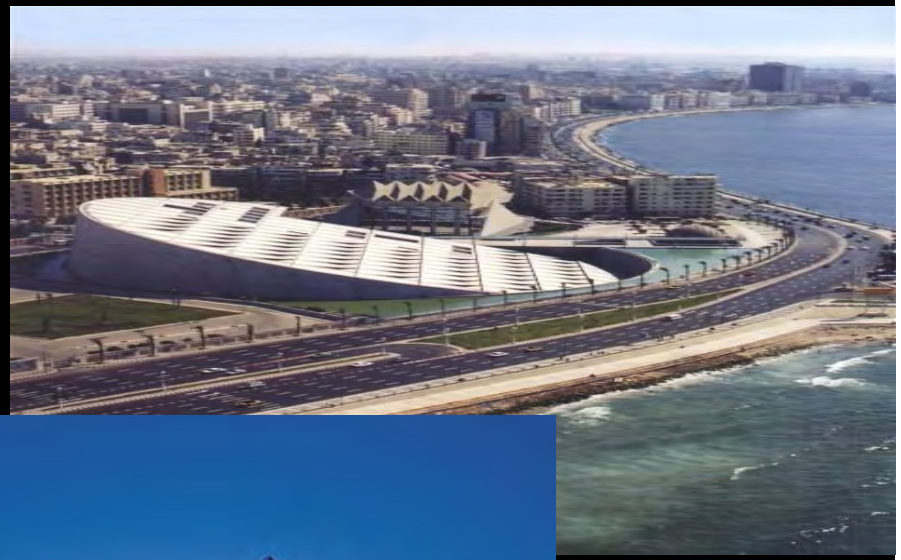
new values, new mindsets, new brands = a new position within the city

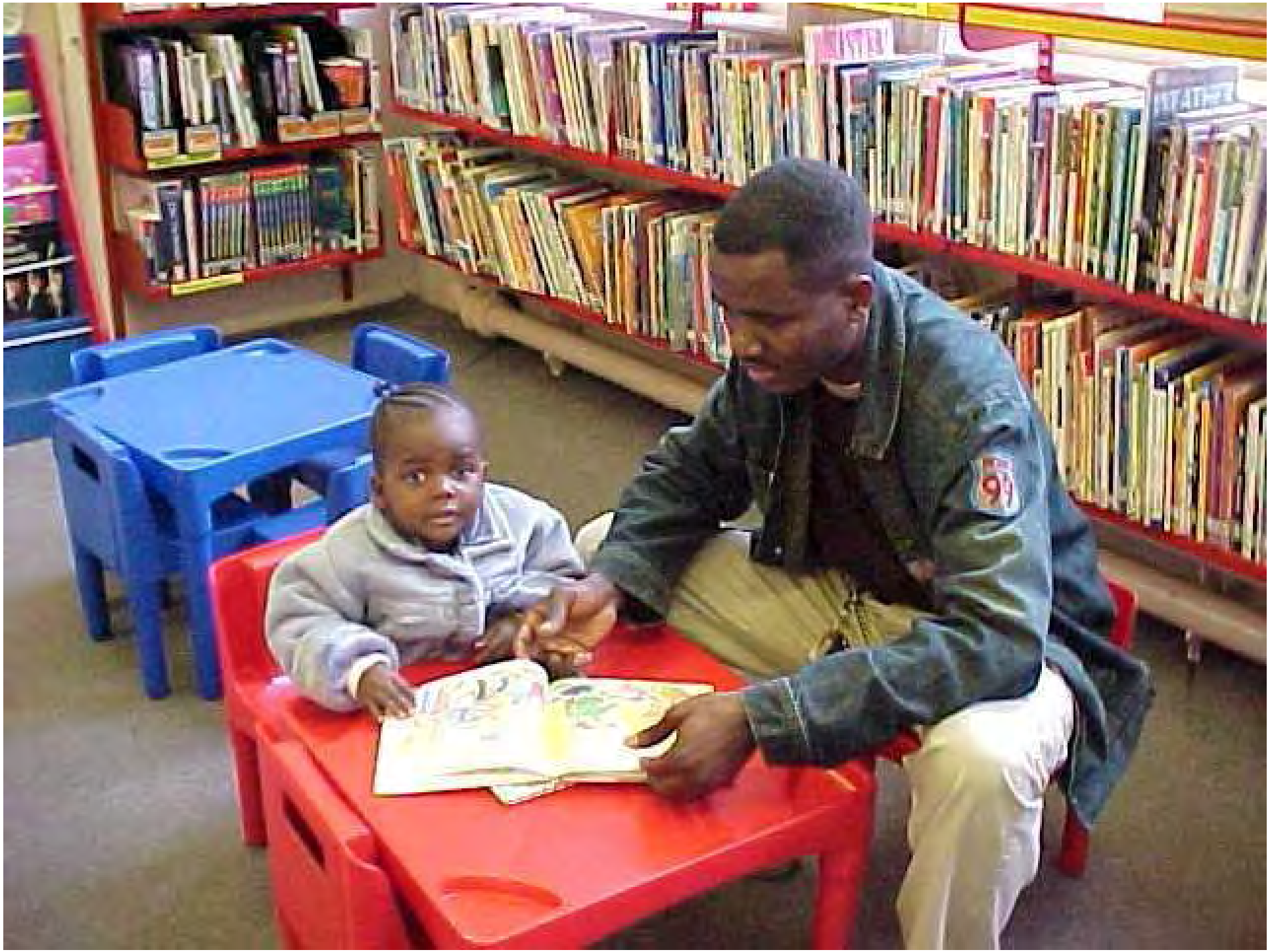
- Inspiring inclusive transforming connecting = engaging
- Cultural retailing mindset – innovation, creation and co-creation, partnership, entrepreneurship
- A Cultural exchange
- On and offline destination of choice –
- **Big City Culture**

What does success look like?



UK man lands 'world's best job'

www.healthexchange.org.uk
health exchange
our health, our community



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What does success look like?

- Double footfall
- National, local and global recognition of LoB leading role in Birmingham cultural success
- Value for money
- Added value to city performance

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Image, Identity and Confidence

- A compelling image, a landmark for the city
- A part of the mix of attractions
- Attract and retain the knowledge and creative sectors
- Contribution to civic pride and identity
- A city that values culture – a reason to live here

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come and see our library

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Messages to the Design Team

- Relationship with the public realm
- Quality of the journey – discovery
- Quality of public spaces to enable interaction
- A place for people, to dwell
- Universal appeal – something for everyone, different spaces and ambiences to suit all needs
- The quality of the collections
- An experience
- A Knowledge Hub, an exchange
- A library like no other

impression looking east

view east to city terrace and centenary square

1
2
3
4

2

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What are we really doing? Not just building a library…

- We are creating an identity with long term meaning for and of a place and destination
- The basis of human existence comes from exchange – emotions, information, learning, trade, relationships
- An exchange of culture, ideas and learning
- The creation of a new brand.

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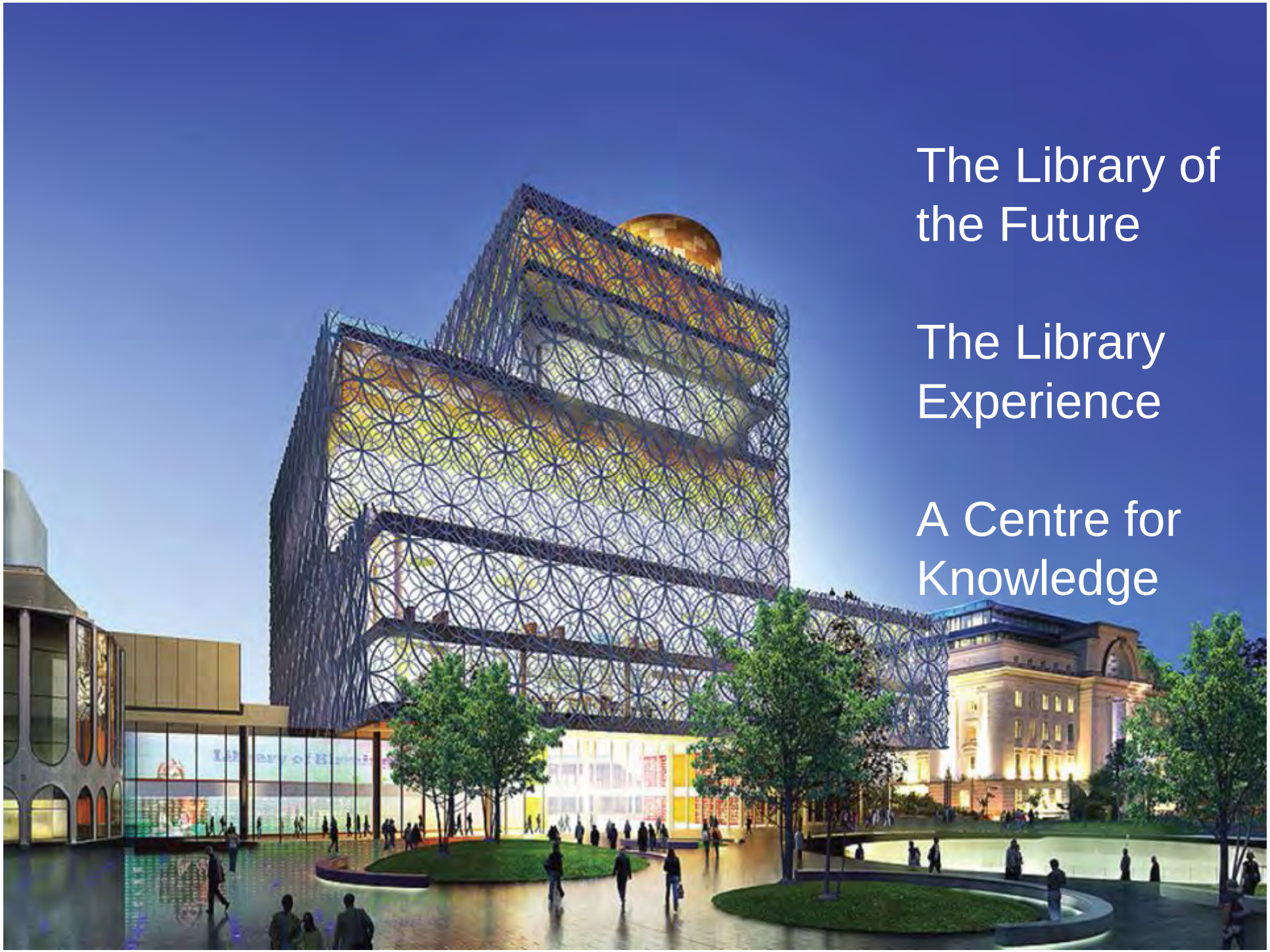
What is a library in the 21st century?

A new partnership – a new contract - with business, colleges, universities, voluntary sector, creative industries, cultural and arts organisations, writers, performers, the community…

‘Make no little plans. They have no magic to stir men's blood and probably themselves will not be realised. Make big plans. Aim high in hope and work.’

Daniel Burnham, American architect and planner, author of 1909 Plan of Chicago


The Library of the Future
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