

Kennemerwaard Public Library

# LONG-TERM POLICY PLAN 2019-2022

The spark to inspire



Learn,  
share and  
create

de Bibliotheek   
Kennemerwaard



## The spark to inspire

The Kennemerwaard Public Library provides an important contribution to the self-dependence of residents. We help people develop as well-informed citizens with the necessary skills to be able to consciously, critically and actively participate in the community. The library helps users discover their own answers to social questions and this also often occurs together with various partners in the four districts.

The public library renders assistance to children and adults to discover and develop their own unique talents. This contributes to individual happiness and helps create a more pleasant community.



*Libraries play a key role in our society. A well-functioning library should be just as natural as a well-functioning ambulance service.*

**(The Council for Culture)**  
translated from Dutch quote  
De Raad van Cultuur

## THE LIBRARY IN A SOCIAL FRAMEWORK

### Legal regulations

The Library Law was implemented in 2015. Under this law, the public library has the following core functions:

- a. to ensure the availability of knowledge and information;
- b. to offer opportunities for development and education;
- c. to promote reading and to provide an introduction to literature;
- d. to organize meetings and debates; and
- e. to provide an introduction to art and culture.

### In line with council policy

All four councils have their own individual library policy, and some as part of the cultural policy. We all receive a subsidy to implement that policy. Each council has its own priorities and we take these into consideration when developing our programs.

### From a social standpoint

Many issues arise in present day society; issues the library can help address or questions that need to be answered. A number of social developments play an important role in determining our priorities.



## WHICH SOCIAL DEVELOPMENTS CONTRIBUTE TO OUR CHOICE OF PRIORITIES?



**1.**  
**The (digital) language gap between the highly educated and low skilled**  
This gap has increased in recent years.



**2.**  
**A decline in children's reading skills**  
Of all children who complete their primary school education, only 65% have an adequate reading level.



**3.**  
**Changes within the education system**  
Good quality education goes hand in hand with our modern way of life and the demands of the future.



**4.**  
**Loneliness within the community**  
40% of Dutch residents report they feel lonely.



**5.**  
**Reduced government support**  
Residents continue to become more responsible for their own wellbeing, health and happiness.



**6.**  
**The multi-cultural society**  
25% of Dutch residents have an immigrant background.



**7.**  
**The necessity for lifelong learning**  
If you wish to fully participate in a rapidly changing society, you will always need to continue learning.



## OUR GOALS, WHAT DO WE WANT TO ACHIEVE IN THIS POLICY PERIOD?

We have formulated three goals for this policy period to be able to (more fully) address the previously mentioned social topics but of more importance, our aim is to adequately equip members of the public so that they can find the answers to these issues on their own.

**1.**  
A greater active participation by the 0-18 year age group

**2.**  
A greater active participation by the less self-independent group

**3.**  
The number of visitors and participants remains at least the same

## OUR PRINCIPLES, THE DRIVING FORCE IN OUR WORK. WHAT WE CONSIDER IMPORTANT?

What are the principles that motivate the Kennemerwaard Public Library? There are three principles that determine not only why, but also how we do our work in Alkmaar, Bergen, Castricum and Heerhugowaard.

### Being equal in value outweighs being the same

There will always be opposing views. Differences between people create room for discussion and debate, for renewal and innovation but must never result in unfair treatment. Equal treatment gives due recognition to one's individuality and that is why we place more importance on equality.

### Our guiding principle is to give residents meaning and a sense of purpose in life

The library is the perfect space to learn and to grow in an informal way; it's an accessible source where you can master something you may have always wanted to learn (perhaps with a little help). You can practice new skills here or bounce your ideas off someone else. The library is the place that provides a sense of purpose and meaning in your life.

### Everyone is welcome

We believe in a community that welcomes everyone. All members of the public are free to join in, and simultaneously also have a responsibility to contribute to society. The library is not only for individual advancement, but also for the development of the community spirit.





# WHAT DOES OUR LIBRARY HOPE TO ACHIEVE AND WHAT SHOULD WE OFFER OUR COMMUNITY MEMBERS?

## 1. The library is an open area for all

Everyone is welcome in the library, even if you are not a member. All information can be accessed free of charge.



## 2. The library is a safe haven for everyone

In the library we celebrate the differences between people, and we search for connections that promote the cohesion and community spirit in our society. We create and encourage the opportunity for dialogue between individuals.

## 3. The library is a place of value, a space with a purpose

The library is where your questions can be answered, where your curiosity will be stimulated and where your self-development will be challenged. The library is one of the few public areas you can enter as a community member obligation free.

## 4. The library provides space for experimentation

Our library is innovative. We develop new services in cooperation with residents and search constantly for new solutions to needs in the community.



## 5. The library is where the development of talent takes place

Everyone has one or more talents. We want to help children and adults discover and develop their talents and that way people become happier in themselves and the community more pleasant.

## 6. The library collection offers inspiration, consolidation and pleasure

It is important we have a library in our hectic society where news and fake news continue to surpass each other. We don't always have the truth but we do encourage people to think and question. Our collection offers what is needed for a deeper understanding.

## 7. The library has proven societal potential

Our goal is not to uphold the library as an institute but it should be able to answer social questions and help users find the answers for themselves. The personal impact the library has on people is continually reflected in the feedback received from customers and visitors.

## 8. The library is not a one-man show (anymore). We no longer operate alone

No longer can we or will be able to do our work unless we do this in cooperation with others. We then not only connect with more people, but we'll be able to establish an (even) clearer picture of what questions and needs there are, so that we can answer them together.





# WHAT IS THE PLAN? THREE PROGRAMS TO ACHIEVE OUR GOALS

We must implement three programs to reach our goals: Education; Participation and Self-Dependence; and Development and Fulfilment.

## Education Program

The Education Program includes all activities that focus on mainstream education within institutions, such as schools.

A good example is the Bibliotheek op School (Library at School)

Yes, you can also borrow books here, but the Bibliotheek op School is so much more. Have a think about this:

- Parents of children in groups 1 and 2 remain at school a little longer after they have brought their own child/ren to school to read to small groups of kindergarten age students, one day per week.
- With the guidance of our consultants, children who attend primary school or who receive primary school education learn computer programming and as a result further develop their 21st century skills. 'Just try it' is the motto. That way you'll benefit from it the most.
- Group 6/7 at De Helix Primary School participated in the Energy Challenges and this class motivated other students and parents to reduce their rubbish and improve waste management. The children also made a 'chair for the future' for the Lord Mayor of Heerhugowaard, which was given a respected position in the council chamber.



## Participation and Self-Dependence Program

Self-Dependence and Participation is a program that focuses on informal learning for people who are not yet able (or no longer possible) to do it themselves; for people who do not have the basic tools essential in our society; and for residents who, for example due to a handicap, illness or aging, have become isolated, making it more difficult for them to participate in the community.

The Dag & Dauw project that has been in practice now for five years is a perfect example

This project for and by seniors, with affordable cultural activities and gatherings, is for everyone from 60 years of age. Dag & Dauw has already contributed to reducing loneliness and improving the pleasure in life for many community members.

Online tax lodgement is another example

This is a cooperative project with the Taxation Department to help residents with their online tax lodgement, and includes a digital skills course and safe Internet areas to lodge tax returns independently. All activities relating to tax lodgement are offered for free.

## Development and Fulfilment Program

In the Development and Fulfilment Program activities for informal learning are offered to residents who want to further develop through their own self-dependence, individually and not via an institution.



## THE LIBRARY IS SUPPORTED BY...

It would not be possible to achieve our ambitious goals without adequate financial support. We stride forward in this policy period on a path with finances that are a healthy mix of structural subsidy, project finances from subsidies and funds, and our own income from existing and new services. Furthermore, our work would not be possible without being in partnership with many institutions and also the small-scale support from businesses in the area.

A good example is the Creatieve Universiteit Alkmaar (CUA) (Creative University of Alkmaar)

This is the follow-up to the Stadsambassade Alkmaar project that the Kennemerwaard Public Library started in 2017. It began as an initiative with workshops for businesses and these workshops included sustainable business practices; fund raising; sponsoring and crowd funding; and facebook marketing and event organization. Not only did entrepreneurs participate, but also communal and cultural institutions, management officers and specialists, who indicated that there was a strong need for practical information and supportive networks in the area. A wider offering has been provided together with the Artiance Centrum voor de Kunsten (Artiance Arts Centre) and Het Nieuwe Warenhuis (the New Department Store), which is also suitable for individual specialists within the participating organizations.



## Colophon

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The Kennemerwaard Public Library is supplying the municipalities of Alkmaar, Bergen, Castricum and Heerhugowaard with fitting library facilities.

### **Alkmaar**

Branches Alkmaar Centrum, Alkmaar De Mare, Alkmaar Oudorp, Alkmaar Overdie, De Rijp and Schermer

### **Bergen**

Branches Bergen, Egmond and Schoorl

### **Castricum**

Branches Castricum, Akersloot and Limmen

### **Heerhugowaard**

Branches Heerhugowaard Centrum and Heerhugowaard De Noord