



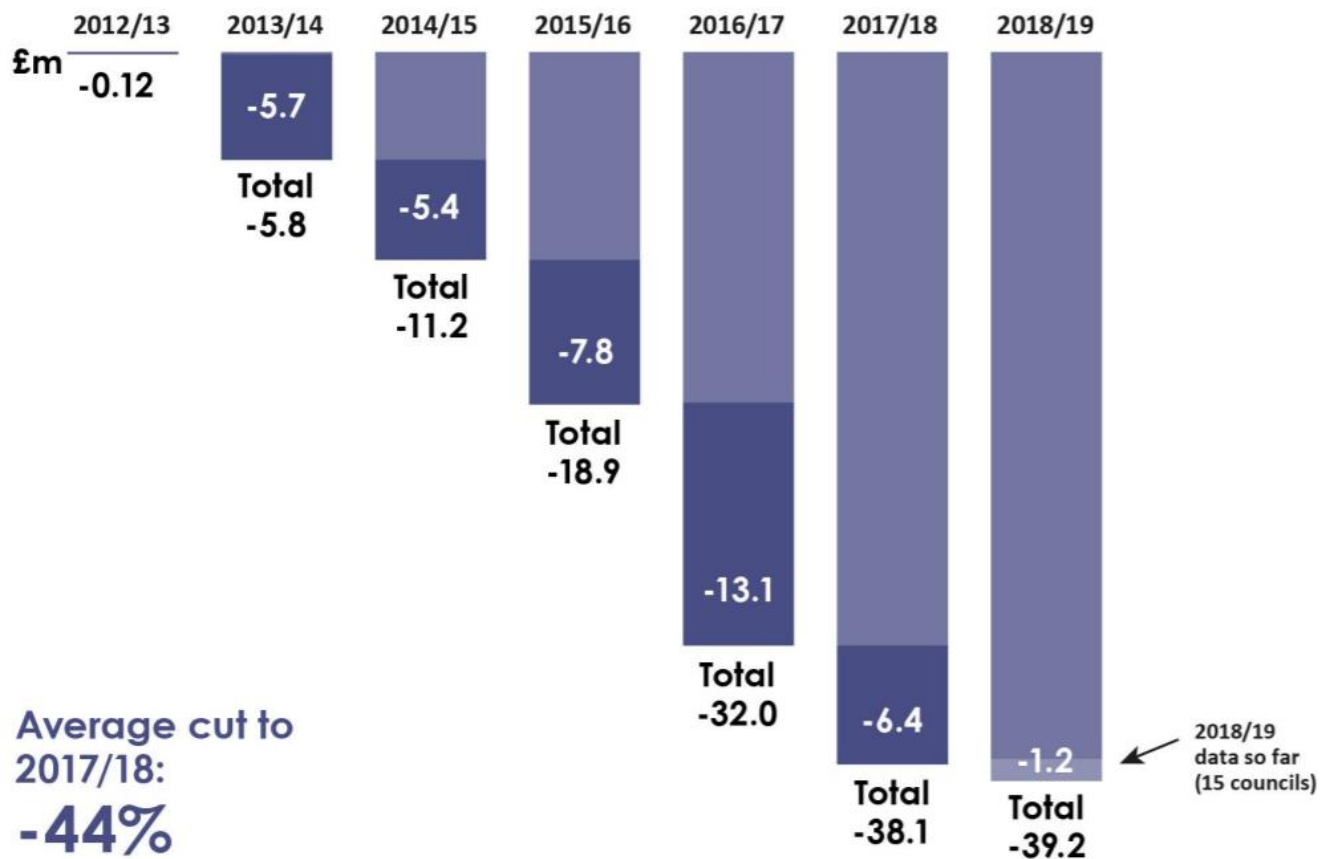
WPI

Saving the Belsize Community Library

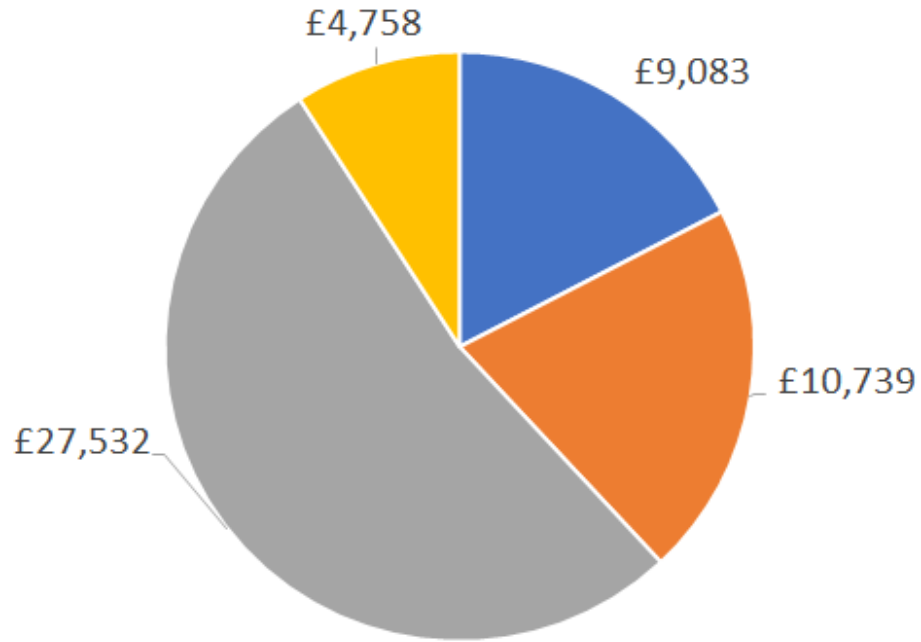
Alex Hunt, Nicole Kuberka,
Adam Santos, Nils van den Boogaard



LONDON YOUTH SERVICE BUDGET CUTS SINCE 2011/12 (FROM 30 COUNCILS)



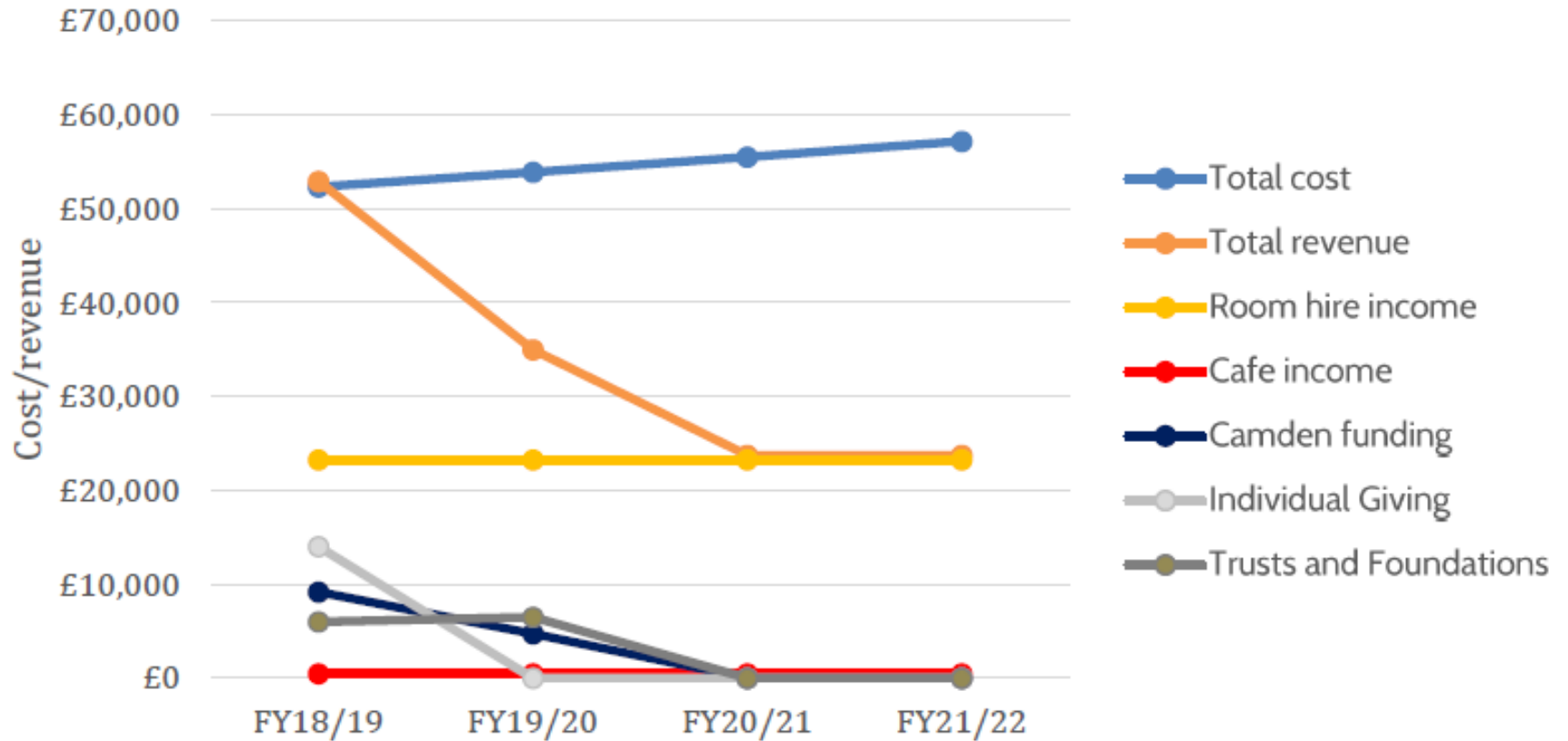
Belsize Community Library Costs FY18/19



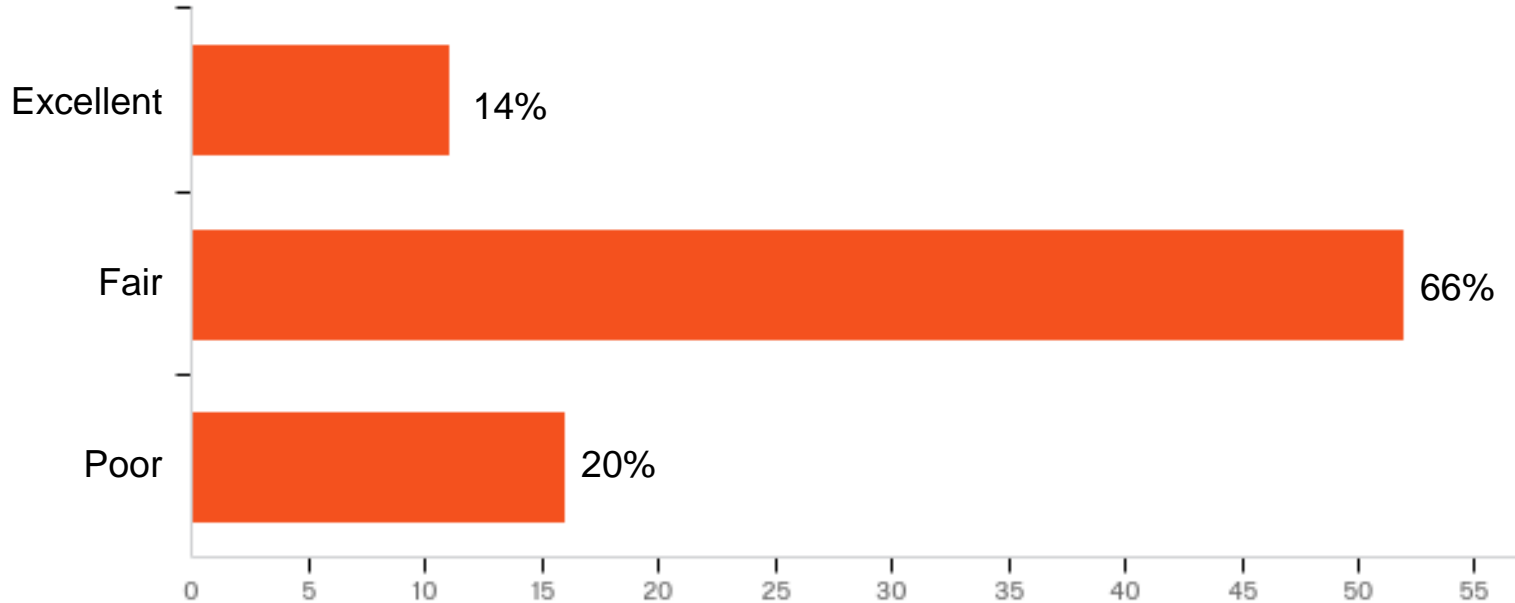
■ Building costs ■ Office costs ■ Salaries ■ Management facilities and infrastructure

Total costs: ~ £52,000 per

Total costs and revenues by source



Perception of Library's Financial Status (n=79)



“How do you perceive the current financial status of the Belsize Library?”

Goal

Our goal was to identify opportunities for Belsize Library and the Winch to improve their services for impoverished youth by enhancing their community presence and increasing funds.

Objectives

1. Identified events that may enable Belsize Library to increase its community presence
1. Identified marketing and fundraising opportunities that may enable Belsize Library to become more financially sustainable
1. Identified potential features for an online room-booking tool that may enable Belsize Library and the Winch to increase unrestricted funds
1. Created an interactive historical narrative that may enable the Winch to build a stronger connection to the community and its past

Objective 1

Identified events that may enable Belsize Library to increase its community presence

BANNED BOOK CLUB

WITH **OPEN RIGHTS GROUP & BIG BROTHER WATCH**

LITTLE BROTHER
CORY DOCTOROW

WHAT ARE YOU LOOKING AT?
BIG BROTHER IS WATCHING YOU, WHO IS WATCHING BACK?

19/06 WEDNESDAY | £5 DONATION | 7 PM

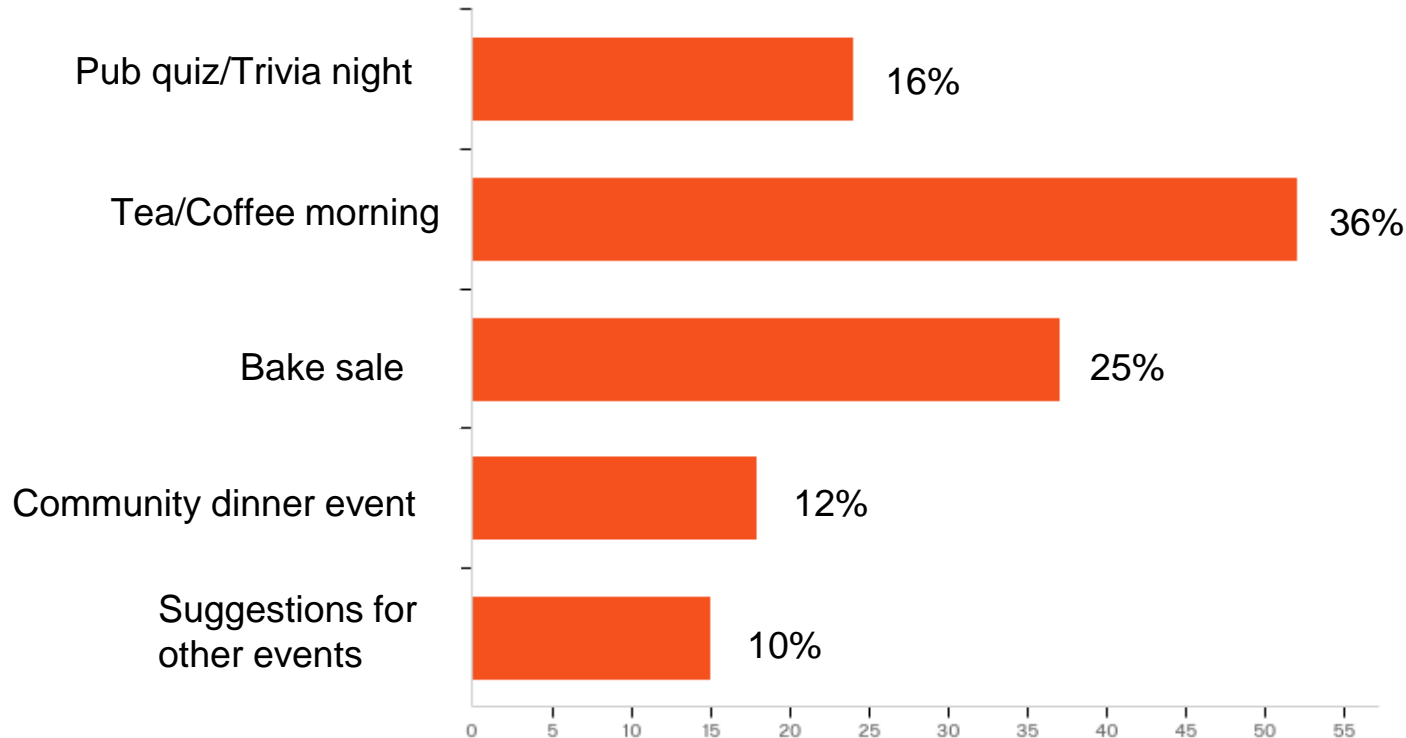
BELSIZE COMMUNITY LIBRARY
ANTRIM RD, NW3 4XN
CONTACT US : 020 7586 6746

A PANEL DISCUSSION ABOUT MASS SURVEILLANCE & PRIVACY

BELSIZECOMMUNITYLIBRARY

Popularity of Suggested Events (n=93)

“Of the following events, which would you be interested in attending?”



Objective 2

Identified marketing and fundraising opportunities that may enable Belsize Library to become more financially sustainable



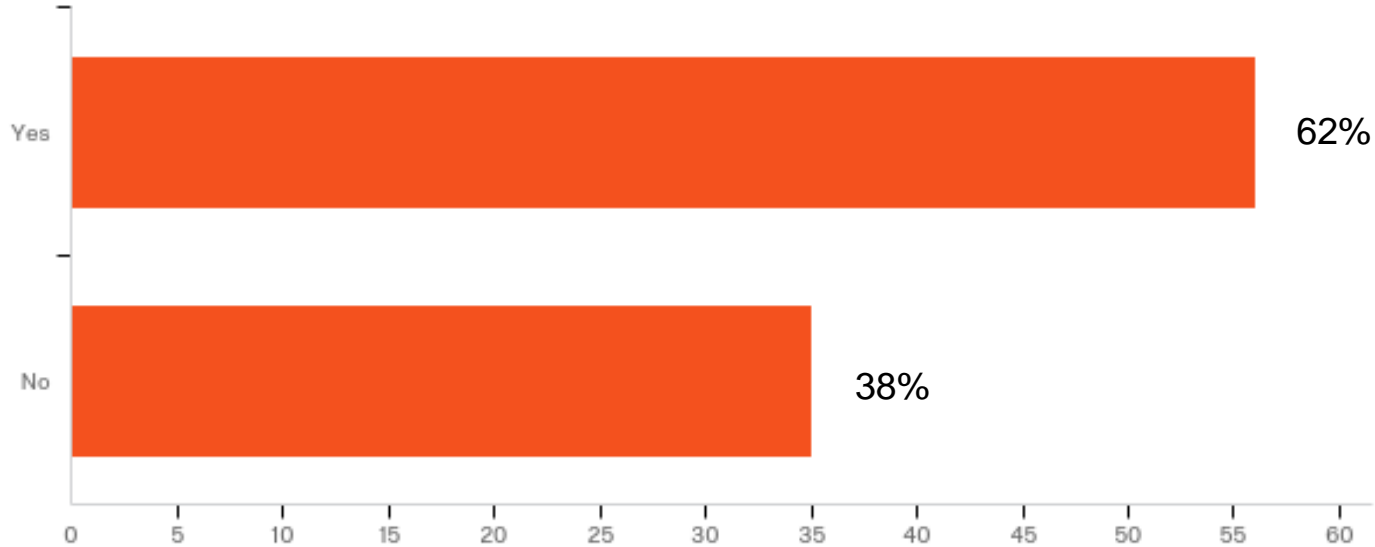
Image Source: [Kate Jewell](#)

Options for Fundraising and Marketing

- Expand advertising for room-booking
- Plan a membership/loyalty program for Belsize Library
- Invest in a cashless donation box

Expand Advertising for Room-Booking (n=91)

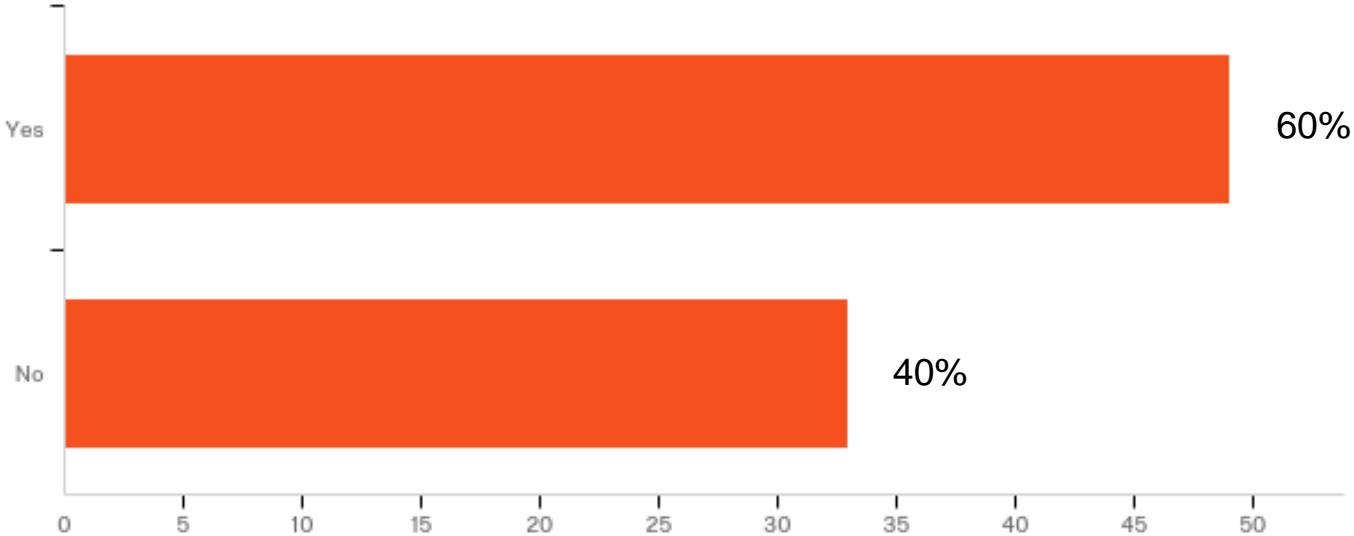
“Are you familiar with the library's offer to rent the main space out for events outside of normal operation hours?”



One in five of the respondents that knew about the service have already used it

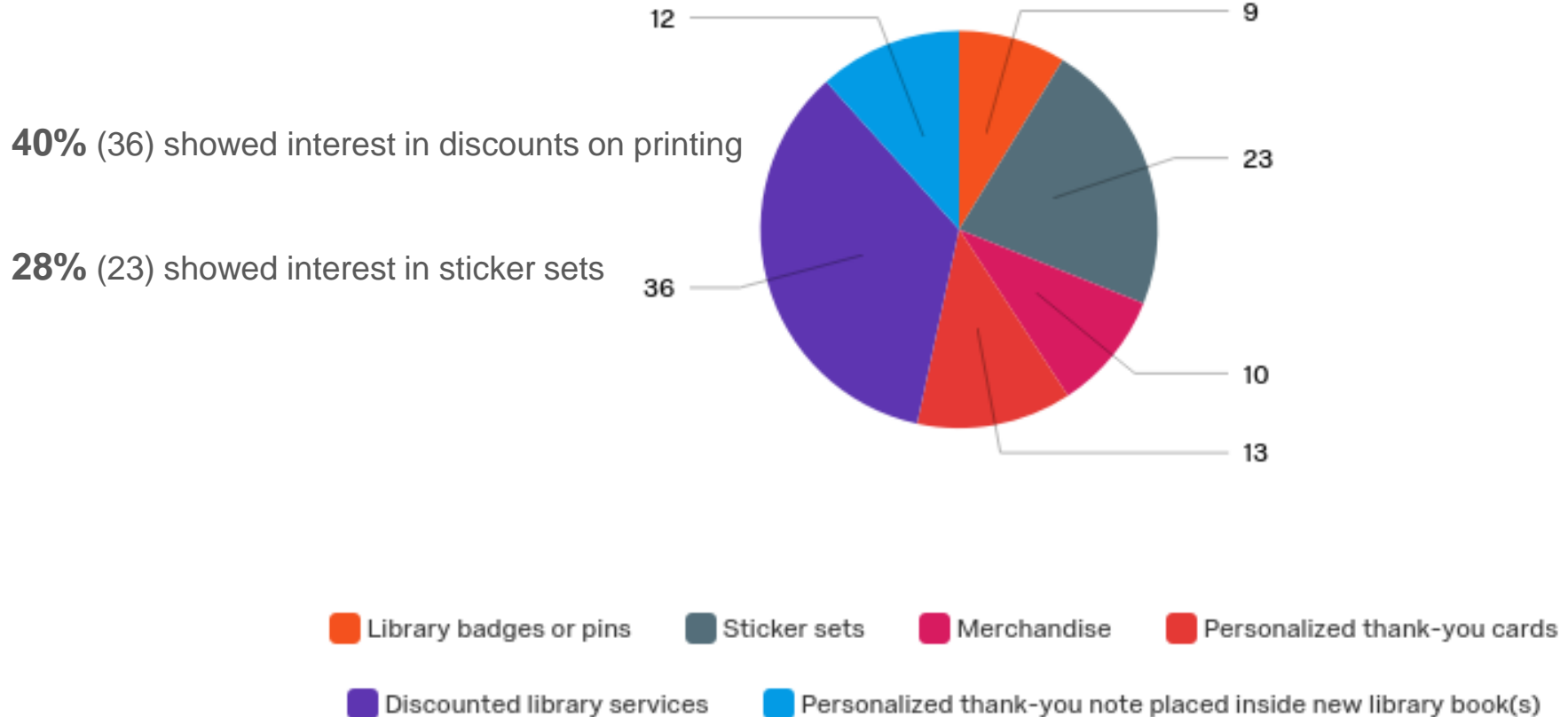
Plan a Membership/Loyalty Program for Belsize Library

“If there was a low-cost paid membership at the library, would you potentially be interested in joining?” (n=91)

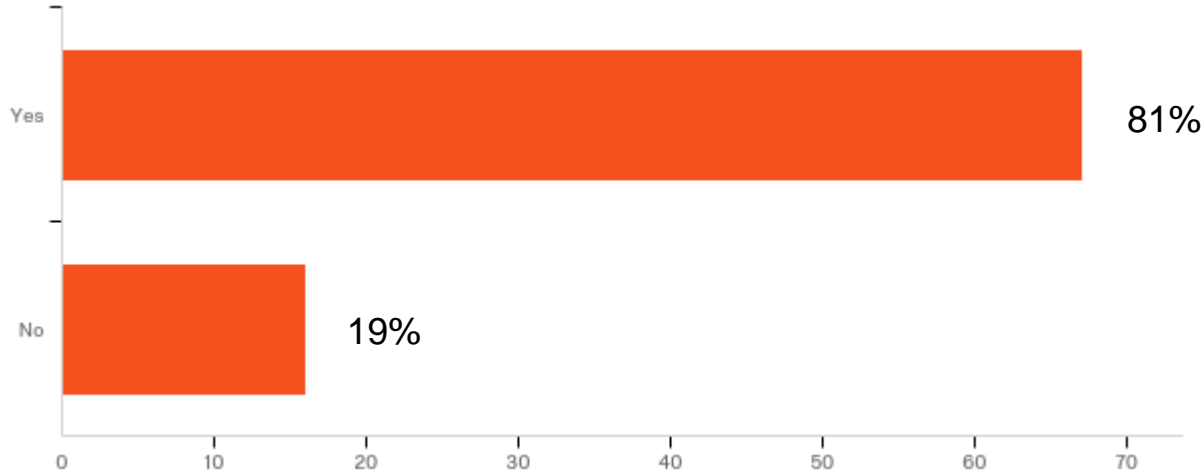


60% of respondents were potentially interested in joining a paid membership

Rewards for Membership Program (n=93)



Invest in a Cashless Donation Box (n=83)



“Would you be more willing to donate if there was a cashless donation box?”

Objective 3

Identified potential features for an online room-booking tool that may enable Belsize Library and the Winch to increase unrestricted funds



Image Source: [Yoga With Charli](#)

Room-Booking Tool

Advantages:

- Easy viewing of available time slots
- Automated online payments
- Streamlined process

Concerns:

- Update delays
- Double-bookings
- Refund Costs
- WhatsApp messages

All Locations **Test room 1** All Providers
Test room 2

Month Week Day

May 27 — Jun 2 2019

	Mon 5/27	Tue 5/28	Wed 5/29	Thu 5/30	Fri 5/31	Sat 6/1	Sun 6/2
all-day							
03:00 pm							
04:00 pm				BLOCKED			
05:00 pm							



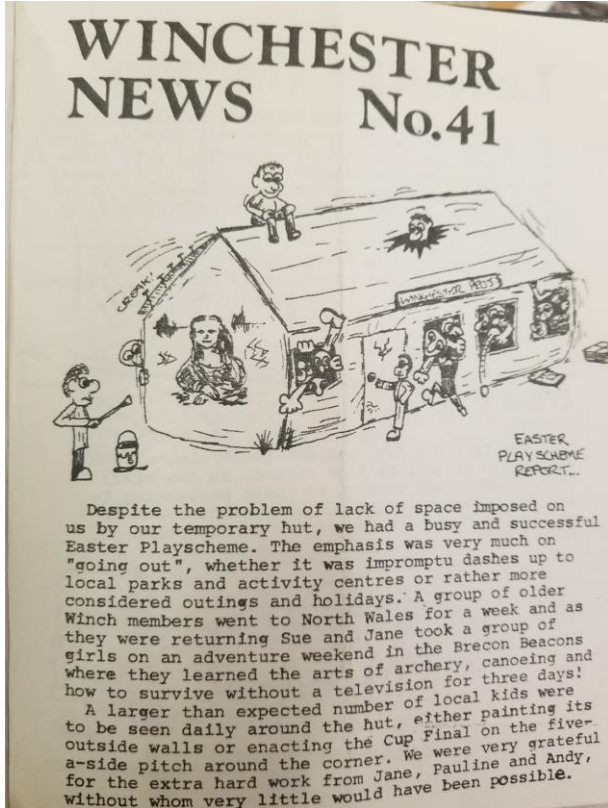
Objective 4



Image Source: [London Bike Club](#)

Created an interactive historical narrative that may enable the Winch to build a stronger connection to the community and its past

Historical Narrative



THE WINCHESTER PROJECT

VERY occasionally, a radical voluntary initiative in youth and community work succeeds in capturing the enthusiasm of the local area in which it is based. In Swiss Cottage, north London, The Winch—formerly a pub called The Winchester Arms—has reached the stage where it is both accepted and supported by the community. The former Mayor of Camden, W. G. Budd, said of the Project, "in recognition of the valuable work the voluntary Winchester Project has done for the youth of the area in providing amenities which would not otherwise be available for them, the London Borough of Camden and the Inner London Education Authority have both given financial support".

by
Alan Dearing

The Project is currently embarking on a new phase of building work. The work will take a year to complete and a substantial sum of money has already been raised for this purpose. All five floors of The Winch are being completely refurbished, at a cost of £250,000, and when completed will accommodate the youth work force, an Intermediate Treatment scheme, educational day classes, play schemes and related activities.

After years of hassles, with plans and counter plans for the present site, Camden Council has now made a firm commitment to the future of the Project, with the provision of £150,000 towards building costs and a 30 year lease on the property. The rest of the money came from various sources—events organised by the management committee and the kids themselves raised some £25,000; with the remainder coming from ILEA and various Trusts.

The decision by Camden Council to support the Project can be viewed as a success for the efforts of the staff team; notably Graham Good, who has been involved in

At least 14 months of plumbing, plastering, wiring and general building work followed, as volunteers of all ages strove to build their own club. A management committee comprising young people and adults was established and in May 1973 the building was opened on a limited basis. Leaflets were distributed around local housing estates, visits to the district youth office provided funds for staffing and equipment, and support came from Camden Council with a grant for building materials.

The basic principle of The Winch is that it should be the kids' own place to go; consequently, they have been given a free hand in decorating the coffee bar, which has always been the centre of social activity. So far the decor has resembled, in turn, a western saloon, a gangsters' speakeasy and a prison cell!



Links with a local law centre led to the setting up of a regular advice



Above: Project Leader Graham Good. (Photo Alan Dearing)

were popular with both Junior and Senior Clubs. But none with the intensity of the Football Club, which had a number of teams playing matches throughout the year—in 1977 the under-21 team even went on a tour of Belgium and Holland.

One of the most popular activities has been the seven-day-a-week playscheme, which runs for the duration of the summer holiday. Established in 1973, the playscheme offered everything from an adventure playground to camping, football and drama. The summer festivities have always culminated in a two-day Community Festival. These have included appearances by well known musical and theatrical artists, together with local groups such as Toyah, Twentieth Century Steel and an all male band called Girl!

Alongside the youth provision grew a community-based school for referrals in a one mile catchment area of Swiss Cottage. These



Above: Restoration on The Winch in progress. (Photo Roger Perry)
Below left: Supporters of the project on holiday in Mull, Scotland. (Photo Graham Good)

Where to Go from Here

- Expand history project
 - Digitization of current records/photos
 - Contact at the bottom of history web pages for correction or additions to current created history
- Research most effective advertising methods
 - Social media
 - Posters or billboards
- Expand current library community events
 - Community tea/coffee gatherings
 - Bake sales
 - Pub quizzes/trivia nights

References

- <https://fundraising.co.uk/2017/02/03/contactless-donation-box-trial-raises-20000-three-months/#.XQOr0VxKhPY>
- <http://thewinch.org/>
- https://www.london.gov.uk/sites/default/files/2018_03_20_sb_londons_lost_youth_services_2018_final.pdf
- <https://www.geograph.org.uk/photo/3914216>
- <http://www.yogawithcharli.com/belsize-park-library-classes.html>
- <https://bikeclubsite.wordpress.com/tag/london/>

Thank you!

