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## RELEVANT STAGES

Scope and frame: Contributors and Influencers

Identify: Stakeholders

Plan: External Design Procurement

Apply: Delivery Collaboration

## STRENGTHS

Application of existing technology to new use

## PROJECT TITLE

Re-invigorating the Libraries of Lincolnshire

## CLIENT

Lincolnshire County Council

## DESIGN SUPPLIERS

Optima Graphic Design Consultants Ltd

## LAUNCH DATE

June 2010

## USEFUL LINKS

[www.dbadirectory.org.uk](http://www.dbadirectory.org.uk)

## IMPROVING THE PUBLIC PERCEPTION OF LIBRARIES

### SUMMARY

Optima created a new brand approach for Lincolnshire County Council's Libraries. This opportunity arose when the service switched to RIFD, a self-service system that was being installed. This removed the large check-in desks leaving the need for building repairs. The new brand design replaced the out-dated and institutionalised design of the libraries and reflects a diverse community engaging with the library in different ways.

### INSIGHT

Library users in Lincolnshire had been dwindling for a number of years and the central aim of this project was to encourage the public to re-discover their library, attract new visitors and shed their "stuffy" image and place the libraries back at the heart of the community. Optima was commissioned to create all the branding, internal and external signage, internal graphics, wayfinding, decoration and these elements formed the design toolkit, which could be used by the staff to implement changes with the remaining 38 county libraries.

### APPROACH

Optima worked alongside a team of building contractors and the Lincolnshire Library Service. Research was conducted to obtain information from the following sources: customer conversation cards, survey, Go Live Day anecdotes recorded by staff, library interactions and other electronic data collected monthly by the Lincolnshire County Council. Embervision performed the Audits and delivered the interior work including delivering the hardware. Optima's role was as designers of key pieces and working with the library service itself to ensure that the new layouts and colour schemes worked. Optima had to ensure consistency for the brand and interiors in very different building types.

### OUTCOME

The outcomes of this project were the change of the public perception for local libraries, the first big rise in new members in 6 years, rise of active borrowers and 40% decline in anti-social behaviour. Moreover, more people in Lincolnshire will have access to a better library service. The service can continue to grow in membership, hopefully preserving and expanding its services as a hub for the communities it serves in Lincolnshire.