SALTASH LIBRARY HUB

POST REFURBISHMENT

RE-NAMING REPORT

RECENT HISTORY

In 2019, as part of Cornwall Council Libraries devolution programme, Saltash Library was safeguarded by transferring to Saltash Town Council.

The vision of the Town council at the time and still remains is to widen the buildings use as a centre for the community with a successful Library operating within.

Despite associated travelling problems caused by the Covid pandemic, the Library remained open throughout supplying a vital service to the community. During this period, we were able to upgrade the interior furniture and layout in preparation for re-opening post lockdown.

Since re-opening there has been a successful jump in the numbers of people using the building for events, activities and library services. In parallel to this the building has been Grade 2 listed, in so doing giving the Council time to re-evaluate its pre-Covid vision and its requirements for the interior use of the building to what is required now post-Covid.

In short, the requirement for a multi-purpose use for the community is still the required option and has been the aim in discussions for the impending Library refurbishment plans.

We now have a timeline, marked in ink, for this refurbishment. All listed planning applications and reports will be achieved by the end of 2022. Tenders of work will go out to contractors at the beginning of 2023 and work will commence on the building in mid-March 2023.The Library will move to Isambard House to continue its vital service to the Community before moving back to the new re-refurbished building in early June 2023.

OPPORTUNITY

Post refurbishment Saltash Town Councils vision for the multi-use facility will be achievable with the addition of full upgraded public toilet facilities, re-development of the interior space by relocating the reception area needed and an ability to plumb in drink and for vending machines and small bistro tables. The mezzanine landing will also be brought back into use and the buildings windows will also be replaced under Grade 2 listing guidelines.

In tandem Cornwall Council have themselves aligned to this multi-use ethos and are happy to work with us moving forward in the development of the library strategy as part of the full aim of Saltash Town Council for the building.

To this end, I propose we look at what would be described in the design world as an opportunity to re-brand or re-name the building offer in readiness for post refurbishment opening in June 2023.

The main achievements of a re-brand or re-name are A) Be unique to the area.
B) Fit in to the Council requirements for use for the building. C) Work alongside and not conflict with other community names and groups such as The Core, Livewire, Ashtorre, Community Enterprise PL12 etc. and D) Work for all ages of the community.

It must be something that still retains the buildings current uses as well as future aims and ambitions and is easy to work into the local vocabulary.

THE NAME

Currently we are using the name Library Hub which centres the importance of Library first and foremost. The term 'community' is also used widely in our town and beyond and would bring no uniqueness to a re-name. 'The Core' is community but doesn't have it in its title.

I believe we need a name that is a common denominator to everything that we do and propose to do in the building, that doesn't use 'library' or 'community' or 'hub' in its name.
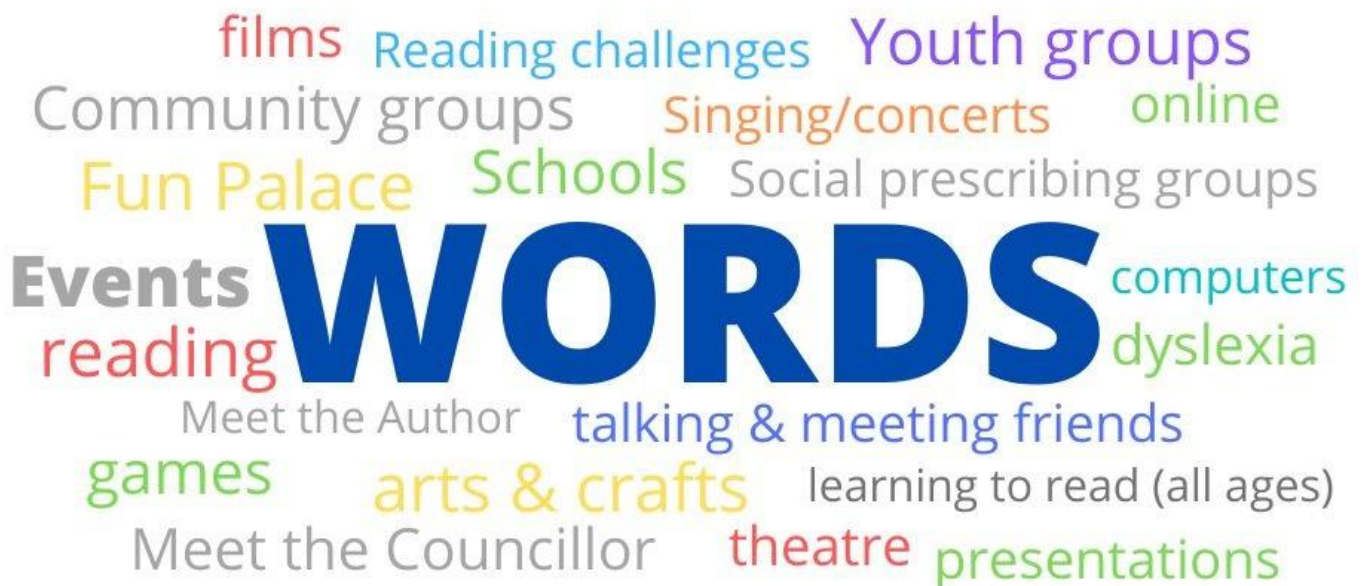
I also believe it needs to be modern and forward thinking as to how it will be used in local conversation and language and very importantly adopted by all ages, including the youth market we are looking to develop spaces for.

What are the common denominators of intended use for the building?

First look at uses for the space.

1. Reading
2. Talking and meeting people and friends/socialising (Bistro and sitting)
3. Social prescriber groups
4. Community groups such as 'Knit and natter'. Writing Group.
5. Meet the Authors
6. Youth gaming and meeting areas
7. Learning to read (all ages) – dyslexia Summer & Winter Reading Challenges.
8. Singing – Music man and future concerts in the new space
9. Events and activities with attendance, Science Fairs, Wellness groups etc
10. Centre for environment activity (Spring, Summer, Autumn shows)
11. Meet the Councilor
12. Arts and Crafts/Fun Palace
13. Presentations
14. Computers
15. Possible films
16. Theatre activity

What do all these things have in common, both written and verbal?

The common denominator and name proposal is **WORDS**

How could it be used?

'Let's nip into WORDS for a cuppa'.

'I'm off to WORDS to get my library books'

'There's a great event at WORDS this afternoon'

'We had such a great time at WORDS'

'Meet you to play games at WORDS'

It will trip off the tongue easily for most generations and become mainstream in its use. It shouldn't alienate traditional library users but still be modern enough to move forward and be 'cool' enough for younger targeted age groups.

It works with other community groups as previously mentioned while having its own unique branding and it describes the space of the building.

The Core, Community Enterprise PL12, Livewire, Words, U3A, Junkyard Skatepark.

It will be strong to market with and build sustainability and won't age.

It will have an 'independent' mind and spirit while run by Saltash Town Council.

"If a thing can be said in ten words, I may be relied upon to take a hundred to say it. I ought to apologize for that. I ought to prune, pare and extirpate excess growth, but I will not. I like words—strike that, I love words—and while I am fond of the condensed and economical use of them in poetry, in song lyrics, in Twitter, in good journalism and smart advertising, I love the luxuriant profusion and mad scatter of them too."

Stephen Fry

"No matter what anybody tells you, words and ideas can change the world."

John Keating

"All I need is a sheet of paper and something to write with, and then I can turn the world upside down."

Friedrich Nietzsche

End of Report
Community Hub Team Leader