



CULTURE AND
CITIZENS SERVICES
City of Aarhus



POLICY FOR CITIZENS' SERVICES AND LIBRARIES 2011 – 2014

Short version



” Libraries must be local community centres, places for knowledge and citizens’ services, which in coherence with locally rooted activities and initiatives will help sustain the libraries as gathering places and cultural centres.

By Alderman Marc Perera Christensen

This folder is a summary of The City of Aarhus’ Policy for Citizens’ Services and Libraries for 2011 to 2014. Moreover, the policy points towards the inauguration of Urban Mediaspace Aarhus in 2014 and Aarhus as European Capital of Culture in 2017. You can read the policy in its entirety at: www.aarhus.dk/bobpolitik

Policy for Citizens’ Services and Libraries 2011 – 2014
Culture and Citizens’ Services
The City of Aarhus, 2011

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Background

Aarhus is in many ways a city of multiplicity: geographically, demographically, educationally, and as regards age. This presents Citizens’ Services and Libraries – which is for all citizens - with special demands when it comes to proximity, broadness and technological development – in order for us to meet the citizens on their home ground.

The policy’s five overriding goals originate from The City of Aarhus’ vision of Knowledge, Pulse and Roots and have as their starting point the municipality’s other policies on integration, culture, children and youth, sports and leisure etc.

The overriding goals are:

-  Synergy and Structure
-  Inspiration and Learning
-  Media and Media Dissemination
-  Developing Citizens Services
-  Towards Urban Mediaspace

Vision

Citizens' Services and Libraries provides Aarhus with

Knowledge

- through providing the information and knowledge from Citizens' Services which citizens require in their current situation.
- by supporting the citizens' needs for perspective and coherence in relation to the large quantities of information that are available.
- by providing free and equal access to a broad and varied stock of media at the libraries.
- by constructing library services to ensure they are based on topicality, quality and versatility.



Pulse

- by being a preferred space for inspiration, contemplation, learning, culture, and experience.
- through establishing Urban Mediaspace Aarhus as a landmark of knowledge, learning, experience, and cultural activities.
- through a citizens' services offer in continual development both in regard to new types of services and in regard to new ways of communicating with citizens.



Roots

- through dissemination and conduct of our society's fundamental democratic values.
- through libraries, which are for all citizens and invites all citizens to be part of a cultural community. This strengthens the City of Aarhus' cohesion.



Where you are
– and where you are going

Synergy and Structure



Concept for community centres – local merger of library and citizens' services

In cooperation with the citizens of their local communities, existing libraries will be formed and established as community centres, which can provide a sense of closeness and create identity and cohesion. The community centre will be the frame for the libraries' cultural dissemination, local citizens' services, dissemination of cultural heritage and other citizen-oriented and citizen-generated offers and activities – all adapted to the situation of the local community.

This means that

- citizens' services will be established at the libraries to an extent that fits the conditions of the local community.
- binding partnerships with other public institutions, private actors and volunteer associations will be established at a local level.
- unserved opening hours will be established at another four branch libraries (requires the City Council's authorisation of an expansion of the budget)
- the community centres will be important local actors towards Aarhus as European Capital of Culture in 2017.
- the cooperation between archives, libraries and museums will be developed to strengthen the dissemination of the local cultural heritage.
- a city archive for Aarhus will be established.

Inspiration and Learning

City of knowledge for all
– throughout your life

Aarhus shall be a city of knowledge for all citizens throughout their lives

The libraries' open and enjoyable learning offers will continue to supplement the city's formal educational systems with offers of lifelong learning for citizens of Aarhus.

This means that

- the libraries will be developed as attractive and inspiring offers.
- the libraries offer qualified learning for all.
- focus will be on supporting citizens' IT-competences.
- the libraries will support and supplement children's reading skills.
- partnerships on reading targeted at children and population groups with reading disabilities must be established and further developed.
- experiments with mutual language training must be carried out in cooperation with relevant parties.



Media and Media Dissemination



An inspiring offer for all

The libraries must offer a wide selection of traditional media (e.g. books, music and films) as well as new types of media (e.g. Internet media) in order for the total collection to appeal to many different target groups in regard to both form and content.

This means that

- the libraries' media selection will ensure a wide and inspiring range of offers based on quality, diversity and topicality.
- the libraries will enter into the establishment of The Danish Digital Library.
- a financial basis for increasing title and media variety in the libraries' selection must be ensured.

Developing Citizens' Services

Your natural access point
– to the public sector

Citizens' Services – centred on the needs of the citizens

In cooperation with the other municipal departments it must be identified where and how the case histories of citizens are resolved in the best possible manner.

With the increased self-service it must be ensured that all citizens have equal access to citizens' services.

This means

- that a range of offers and forms of service modified to suit the needs and competences of citizens will be established.
- that opening hours will be adapted to local needs.
- development of the citizens' digital skills through, among other things, co-service, introductions and IT-courses.
- focus on the advantages of digital services.
- developing incentive structures which support an increased use of digital services.
- cooperation on development and improvement of digital services on a national as well as local level.



Towards Urban Mediaspace



An open and democratic space for all

Urban Mediaspace Aarhus will be the new main library in a unique location and with optimal settings for inspiration, learning and culture. See more on www.urbanmediaspace.dk.

The house is built on core values such as: the citizen at the centre, lifelong learning and community, diversity, and culture and experience.

This means

- organisational development which will support the vision for Urban Mediaspace Aarhus.
- continued development of content, activities, cooperation relations, and forms of cooperation.