

SEMINAR

PPP - PUBLIC PRIVATE PARTNERSHIPS

Programme

09.30 – Registration - coffee/tea

10.00 – Welcome

Introduction

10:15 – Developing new public libraries through Private Finance

Initiatives (PFI) – real partnership or just another contract?

10. 55 – Climbing up a level at a time of Economic Descent: a case study

11.35 – Coffee/tea break (15 mins)

11.50 – Easy money?

Optimising European Commission project funding opportunities.

12.30 – Lunch Break

13.30 – Fundraising Through Social and Economic Impact

14.10 – Three years to raise £1.7 million:

a challenge of the French Institute's library renovation project

14.50 – Coffee/tea break (15 min.)

15.05 – The resilient library: co-operation during the financial 'doldrums'.

A case study from Italy.

15.45 pm – Concluding Panel Discussion

Venue: Europe House, 32 Smith Square, London SW1P 3EU

Date: Friday, 22 November 2013, 09.30 – 16:30

Free of charge, due to the generous support of

Europe House and **Camões, Instituto da Coperação e da Língua** (the Camões Institute)

Programme - Detail

09.30 – Registration - coffee/tea

10.00 – Welcome

Regina Duarte Camões Institute, Attachée for Education Affairs
Portuguese Embassy

Silvia Cobo Benito Europe House, Publications Manager

Introduction

John Lake Honorary Fellow CILIP

**10:15 – Developing new public libraries through Private Finance
Initiatives (PFI) – real partnership or just another contract?**

Sally McMahon Chair of the Conference and Speaker,
Head of Libraries and Information Services
Brighton & Hove City Council

Sally McMahon has been responsible for Libraries Services in Brighton & Hove since 1998. She played a leading role in the success of the Jubilee Library, developed through a PFI (Private Finance Initiative), which opened to critical acclaim in 2005. Jubilee Library, which achieved 16 awards and was short-listed for the internationally renowned Stirling Prize, is now the most successful library in the South East of England, with nearly one million visitors each year.

As a member of the National Executive for the Society of Chief Librarians (SCL), Sally plays an active part in the development of public library services in the UK. She is leading on the development of a Public Library Universal Information Offer, and working with Government Digital Services in the Cabinet Office to support the development of Assisted Digital Services as part of the Government's *Digital by Default* agenda.

From 2006 until its closure in 2008, Sally was a Board member of Museums, Libraries and Archives Council South East, and Chair of the SCL South East regional group. Before moving into public

libraries in 1994, Sally worked in further and higher education libraries, and also had a spell at the BBC Reference Library in London.

10.55 – Climbing up a level at a time of Economic Descent: a case study

Speaker: Ana Paula Gordo, Portugal

Has been the Art Library Director of the Art Library of the Calouste Gulbenkian Foundation in Lisbon since October 2011. Between 1986 and 1994 she was a member of the team that developed and launched the National Public Reading Program, at the Portuguese Books and Reading Institute, having also been Head of the Bibliographic Heritage and Public Reading Network Development divisions. In addition to membership of the Board of *BAD* – the Portuguese Association of Librarians, Archivists and Documentalists, Ana Paula Gordo was also a member of the Standing Committee for the Art Libraries Section of IFLA – International Federation of Library Associations, from 1997 to 2005.

She has published various works on organising, managing and running libraries.

11.35 – Coffee/tea break (15 mins)

11.50 – Easy money?

Optimising European Commission project funding opportunities.

Speaker: Frank Daniel, Germany

Is the Head of Digital Services and Services for schools at the Cologne Public Library. He has devoted much of his career to the implementation and marketing of electronic information resources in libraries. He has been engaged in several projects turning the library into a place for relaxed learning and a meeting place for citizens.

12.30 – Lunch Break

13.30 – Fundraising Through Social and Economic Impact

Speaker: Margarita Taladriz Mas, Spain

Is the President of FESABID, the Spanish Federation of Societies for Archivists, Librarians, Documentalists and Museology. She was also Head Librarian at Universidad Carlos III, Madrid, where she was responsible for the design and planning of the university libraries system, and Head

Librarian at the at Universidad Complutense Medical School, where she was responsible for the co-ordination of the information system for the school and its associated hospitals.

Amongst others, Margarita Mas is a member of IFLA's Standing Committee for the Management of Library Associations, a Member of REBIUN (Spanish University Libraries Network), and a Founder Member of MADROÑO (Madrid Universities Libraries Consortium). She has several publications and presentations on different subjects related to the management and co-operation of university libraries.

14.10 – Three years to raise £1.7 million: a challenge of the French Institute's library renovation project

Speaker: Ophélie Ramonatxo, France

A graduate in Political Science (2000), Ophélie started her career as a journalist for *Beaux-Arts Magazine* and went on to win the *Concours de Conservateur de Bibliothèques* (a prestigious competition for library conservators) in 2006. Her first library post was as an assistant Director, then Director, for libraries in Drancy (a region of Paris). This was the first network of French public libraries to be open seven days a week. In 2010, she became the director of the French Institute's *La Médiathèque* in London. Notably, she developed new technological resources (the digital library Culturetheque.org.uk, RFID, online services) and started a large-scale renovation project for the various library spaces, in partnership with the French Institute's Trust of Friends.

14.50 – Coffee/tea break (15 min.)

15.05 – The resilient library: co-operation during the financial 'doldrums'. A case study from Italy.

Speaker: Maria Stella Rasetti, Italy

Is Director of Public Library Systems (Services) in the city of Pistoia (Tuscany) and is Principal Co-ordinator of a local network consisting of 50 Libraries and Archives. The San Giorgio Library is the main library in the district and is one of the largest and more innovative libraries in Italy. She has considerable experience as Professor of Library Science at the University of Florence and as a trainer at several workshops on library marketing and communication. She has written numerous essays on these subjects and published her first book "*The Transparent Library*", in 2003. She is presently writing a new book with the title "*The Librarian, the Best Job in the World*". Since 2011 she has been engaged in presenting the role of public libraries not only as spenders of public funding, but rather as creators of new riches, facilities and services in and for local communities.

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Thanks to a strong network of "allies", she is daily engaged in overcoming the economic downturn and in strengthening and fortifying the role of a local public library at the heart of its community.

15.45 pm – Concluding Panel Discussion

Further information: CAMÕES, INSTITUTO DA COOPERAÇÃO E DA LÍNGUA

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