Press Play – a playground of digital ideas

10am – 4pm, Friday 1 March, Knowledge Centre, British Library

10am – 10.30am Tea, coffee and pastries in the Foyer

10.30am – 10.35am Welcome and housekeeping by Tiina Hill, Head of LibraryOn

10.35am – 11am Opening talk: **Information in the digital age** – Lucy Crompton-Reid, CEO of Wikimedia UK

11am – 11.30am **Lifting the lid: Stakeholder communication with ideas from agile** – Giles Turnbull, Use the human voice.

More on **engagement theme** during the day:

- Future-proofing libraries – Maaike Verberk, DEN, Netherlands (11am) – *Speaker joining remotely*
- Artificial intelligence: Let's embrace playfulness – Jocelyn Burnham, AI trainer for culture sector (11.40am)
- TikTok: Leveraging video content for advocacy, outreach and book promotion – Kelsey Bogan, High School Librarian & Adjunct Professor at Great Valley High School (12.10pm) – *Speaker joining remotely*
- Journey of a library Instagram – Izzy Ashley, Library Outreach Assistant, and Lorna Hulme, Development Officer, Halton Libraries (2.40pm)
- Setting up a studio in your library: Photography, video, lighting and podcasting - Ryan Johnson, BIPC Oxfordshire (12.10pm)
- Digital Powerwash: Ethics around the use of Big Tech for socials - Jantien Borsboom, Director of Public Spaces, Netherlands (3.20pm)

11.40am – 12.20pm Panel discussion: **Why do we need open data?** – chaired by Luke Burton, Director, Libraries at Arts Council England, with Sander van Kempen, Senior Advisor for National Library of the Netherlands, and Aude Charillon, PTFS Europe.

More on **data theme** during the day:

- Data storytelling live – Dave Rowe, Founder of Libraries Hacked (11am)
- Transforming the customer experience using open data – Georgina Carr, Marketing Programme Manager, GLL (12.10pm)
- Using data to understand online audiences – Chris Unitt, Founder of One Further (2.40pm)

12.20pm – 12.40pm **Inclusion potential of digital spaces** – Dr Tola Dabiri, Cultural Sector Lead at National Academy for Social Prescribing

More on **inclusion theme** during the day:

- Libraries digital inclusion meetup – LIVE! – Good Things Foundation and Cambridgeshire Libraries (11.40am)
- Envoy Connect project: Audiobooks for blind and partially sighted users – Abul Kashim, Programme Manager for Camden Libraries, and Lara Marshall, Libraries Engagement Manager from RNIB (11.40am)
- Inclusive digital zones – Rahat Ismail, Service Manager, and Sarah Sobakin, Frontline Officer, Barking and Dagenham Libraries (12.25pm)
- Virtual tours and room hire: Online solutions to drive inclusive and sustainable footfall in libraries – Jack Woodley, Head of Sales at Kajima Community (2.40pm)
- Digital inclusion in libraries – Dr Amy Kavanagh (3.20pm)

12.40pm – 1.30pm Lunch in the Foyer

Networking session for LibraryOn grantees in Chaucer Room.

1.30pm – 2.20pm In conversation: **Role of libraries in the digital age** – Tony Ageh OBE, former Chief Digital Officer of New York Public Library, and Sir Roly Keating, CEO of the British Library.

2.20pm – 2.40pm Tea and cake break

2.40pm – 3.20pm Panel discussion: **Widening access to collections through digital** – Chaired by Katherine Blamire, Head of the British Library's Living Knowledge Network, with Alison Stevenson, Vice-Chair of Library and Information Council and Interim Associate Director for Collections and Research at the National Library of Scotland, and Richard Davies, Head of Collection Programmes at the British Library.

3.20pm – 3.50pm **Protecting the freedom to read: Books Unbanned and digital access for teens** – Nick Higgins, Chief Librarian, and Amy Mikel, Director of Customer Experience, from Brooklyn Public Library – *Speakers joining remotely.*

3.50pm – 4pm **Closing reflections** – Dave Lloyd, Service Development Manager from Coventry Libraries.

Please note session times may be subject to change

Stands in the foyer throughout the day:

- Live demonstration of interactive Tovertafel digital table – Surrey Libraries
- Funding surgeries – Arts Council England
- Applying AI in your service – Hannah Wood
- Skill sharing one-to-ones – LibraryOn Team

Session overviews

Room: Pigott Theatre

Information in the digital age – Lucy Crompton-Reid (Wikimedia)

In this opening talk, Lucy Crompton-Reid will draw on the key themes of the day - engagement, inclusion and data - and share stories and insights from Wikimedia's work with libraries, as well as her reflections on upcoming challenges and opportunities for libraries and the wider information ecosystem.

Speaker info

Lucy Crompton-Reid has over 25 years professional experience across the cultural, public and voluntary sectors. Her work has had a particular emphasis on promoting marginalised voices, with past leadership roles including Director of the literature charity Apples and Snakes, Head of Outreach and Public Engagement at the House of Lords, Director of Creative Partnerships (London West) at Arts Council England, and Refugee Week National Coordinator at the British Refugee Council. In 2015 Lucy joined Wikimedia UK - the national charity for Wikipedia and open knowledge - as Chief Executive, where she has spearheaded a focus on knowledge equity and information literacy.

Lucy is an RSA Fellow. She is on the British Library Advisory Council and sits on the boards of The Audience Agency and a small local arts charity where she lives in South West Scotland. She is a keen gardener and singer, although significantly better at the latter.

Lifting the lid: Stakeholder communication with ideas from agile – Giles Turnbull (Use the human voice)

Communicating with busy stakeholders: tips for getting their attention, keeping them interested, and helping them understand the things that you want them to understand.

Speaker info

Giles Turnbull helps organisations communicate more like humans do: clearly, briefly, creatively. He works with leaders, teams and individuals to plan better ways of communicating about work in progress.
A former member of the Government Digital Service's influential creative team, Giles has also worked for lots of other government departments in the UK and other countries; lots of charities and non-profits; and across the private sector. He thinks libraries are ace.

Why do we need open data? – panel with Luke Burton (ACE), Sander van Kempen (National Library of the Netherlands) and Aude Charillon (PTFS Europe)

This session will explore the concept of open data, its benefits and risks, why it matters and how it can support public value. In the Netherlands, the National Library has been driving work towards open-source code, open data and nation-wide standards on data collection. In England, Arts Council has commissioned a discovery project to scope the potential for a national data platform to include a range of data that would evidence usage and impact, promoting an understanding of audiences/users and empowering library advocacy. The panel will discuss opportunities and challenges around principles of open data, and the value it provides to the library sector and the wider public.

Speaker info

Luke Burton has been Director, Libraries at Arts Council England since November 2022 where he works on projects, advocacy and partnership building as part of the Arts Council's role as the sector development agency for libraries in England. Prior to his current role he worked in public and prison libraries. He began his career working in local studies in Gateshead and prison libraries across County Durham in 2009 before becoming a librarian in Newcastle in 2010. He spent 12 years in Newcastle in various roles including managing their Business & IP Centre and leading on digital projects as Digital Development Manager, before becoming Service Manager in 2019, leading the team there through the Council's Covid response. He is passionate about the value and role of libraries with a particular interest in emerging technologies, literacies, data and reading for pleasure.

Sander van Kempen, M.Sc. Studied Cooperative Computing at Kenniscentrum Cibit / Middlesex University of London. He has a background in IT with several commercial organizations and set up his own business in 2000 with a focus on e-books. He moved to the public library sector in 2011 and has worked for the National Library since 2015. In this role he works with public libraries and participates in international organizations such as IFLA and NAPLE. He has worked with public and national libraries in the Caribbean region since 2018.

After completing a library degree in France, **Aude Charillon** worked for many years at Newcastle Libraries. While there, she led a project to empower citizens about their rights to use copyright-free content. This project included publishing library data sets as open data. In 2018, she was commissioned by the Carnegie UK Trust to deliver training and create resources to support public library staff in protecting the privacy of citizens. Aude joined PTFS Europe in 2021. She now works with various library teams to implement open source library systems (Koha and Aspen) in their organisations and supports staff in their everyday use of the systems. She values the collaborative ethos of open source communities; she is currently taking part in the Koha community by filling the role of Documentation Manager. Outside of work she enjoys playing board games and hiking

Inclusion potential of digital spaces – Dr Tola Dabiri (National Academy for Social Prescribing)

During this session Tola will be discussing how digital tech can give power to communities to tell their own stories and make their own content, and how libraries have an important role to play in providing access and digital literacy skills. Tola will be reflecting on the growth of digital tech in public libraries, and the challenges that libraries have faced. As we face a new period of social and economic uncertainty, the role of the library is as important as ever.

Speaker info

Dr Tola Dabiri has worked across the cultural sector since 1995, beginning her career in public libraries and archives. She has also worked at the Museums Libraries and Archives Council and The National Archives, and the UK Centre for Carnival Arts, and the National Archives.

Tola is currently the National Lead for Arts and Culture at the National Academy for Social Prescribing, and the Director of Electric Piers CIC.

Tola has developed and managed a number of successful projects including Carnival in a Box (www.carnivalinabox.co.uk), and UKCCA's NLHF funded Carnival Archive Project, (www.carnivalarchives.org.uk).

Tola was awarded a PhD from Leeds Beckett University, for her research looking at orality and the intangible cultural heritage of British Caribbean Carnival. Tola is also a consultant in the cultural sector, specialising in project management, equality and inclusion, and fundraising.

Libraries in the digital age – in conversation with Tony Ageh OBE (former Chief Digital Officer at New York Public Library, USA) and Sir Roly Keating (CEO of the British Library)

Drawing on their respective journeys and experiences working with technology and libraries, this conversation will explore digital transformation in libraries from a user perspective – rethinking the role and value of libraries in the digital age. Tony and Roly will reflect on current digital trends, examples of relevant, accessible and engaging digital services, and offers that libraries provide or could provide in the future for their users.

The session will cover ways in which libraries have been innovating and adapting to meet the changing needs and expectations of their users, communities, and partner organisations, and how library services are now utilising digital and technology opportunities to deliver services adapted to digital lifestyles and consumption.

Speaker info

Tony Ageh is a visionary leader who straddles the traditional and digital worlds. He is a creative strategist who has dedicated his career to making information free and universally accessible. With more than 30 years of experience in media and culture, he served as Controller of Archive Development at BBC before becoming the New York Public Library's Chief Digital Officer until 2023.

He is a renowned champion of innovation, leading the team that developed the iconic BBC iPlayer. At NYPL, his focus was on digital transformation, ensuring its vast collections were accessible to all. Prior to the BBC he held a number of groundbreaking roles including Head of Creative Development at The Guardian, Creative Director of Wired magazine and Publisher of local information service, UpMyStreet.com.

An influential pioneer, his passion lies in continually finding new ways to democratise knowledge and to bridge cultural divides through the thoughtful and considered use of technology.

Sir Roly Keating has been Chief Executive of the British Library since September 2012. He joined the Library after a long and successful career as a programme-maker and broadcasting executive at the BBC.

In 2015, he launched Living Knowledge, an eight-year strategy based on a vision to 'make our intellectual heritage accessible to everyone for research, inspiration and enjoyment'. Under Living Knowledge, the British Library has seen a major expansion of cultural and learning

activities, including landmark exhibitions on Magna Carta, Harry Potter and the Anglo-Saxon Kingdoms.

Knowledge Matters, launched in 2023, deepens the Library's commitments to accessibility, sustainability and expanding its reach across the UK, with new public library partnerships including the digital platform LibraryOn, and a programme of capital projects in the North of England.

Roly is a Trustee of the Clore Leadership Programme and a former Board member of Channel 4 and the Barbican Arts Centre. He chairs the Steering Committee for the 5-year AHRC funded research programme Towards a National Collection. Roly holds Honorary Doctorates from the Universities of Lincoln, Warwick and York. In 2023 he was knighted for services to Literature in the New Year Honours List and appointed Chevalier des Arts et Lettres by the Government of France.

Widening access to collections through digital – panel with Katherine Blamire (Living Knowledge Network, British Library), Alison Stevenson (National Library of Scotland) and Richard Davies (Head of Collection Programmes, British Library)

This panel conversation explores how digital can be a vehicle for providing access to collections for wider range of users and audiences locally, nationally and internationally.

Speaker info

Katherine Blamire is Head of the Living Knowledge Network, (LKN), a mutually supportive network of National and public libraries driving local impact on a national scale, through partnership working. Founded by the British Library, the Living Knowledge Network is a community of 30 public library authorities and includes founding partners, the National Library of Scotland and the National Library of Wales. The LKN delivers collaborative cultural programmes and tests new ways of working through sharing knowledge, skills and resources to inspire fresh approaches and new initiatives in libraries. These programmes include co-created exhibitions, events, live streams and a staff development webinars and workshops. Katherine is passionate about the holistic role of libraries in creating cohesive communities that are healthy, happy and productive places to live. Previous to working at the British Library, Katherine worked in the music industry.

Richard Davies has worked for the British Library for the last 17 years and is currently Head of Collections Programmes. He leads on a range of large digital programmes which preserve and make available the Library's collections to as wide an audience as possible. These include Save our Sounds, Heritage Made Digital and partnerships with the Qatar Foundation and Google, which, combined, make millions of items available from the British Library's collections including audio recordings, manuscripts, books, maps, archives and photographs. Richard is also Chair of the Brunel Museum.

Alison Stevenson is Director of Collections, Access and Research at the National Library of Scotland.

Protecting the freedom to read: Books Unbanned and digital access for teens – Nick Higgins and Amy Mikel (Brooklyn Public Library, USA) – *Speakers joining remotely*

Book challenges and bans have increased to record levels, posing a significant threat to the intellectual freedom of readers across the US. Books for young people, particularly those written by or including narratives about Black and LGBTQIA+ communities, are often the targets of these censorship efforts. Brooklyn Public Library's nationwide Books Unbanned campaign leverages digital collections to nullify local book banning efforts while simultaneously growing the next generation of library advocates. Join Brooklyn Public Library for a conversation about unlocking access and engagement in an increasingly fractured world.

Speaker info

Nick Higgins is the Chief Librarian at Brooklyn Public Library overseeing the operations of the borough's 62 libraries. In concert with other members of the senior management team he leads the development of library services and spaces for the residents of Brooklyn. Nick began his career in 2006 at BPL as a librarian trainee before spending several years as the Correctional Services Librarian on Rikers Island.

Amy Mikel is the Director of Customer Experience at Brooklyn Public Library, responsible for implementing exceptional library services in the areas of reference, circulation and collections across 62 branch locations. She oversees the library's circulating print, media, eBooks and database collections as well as the processes and policies which govern patron account management and materials circulation.

Nick and Amy are part of the team recently named Library Journal's 2023 "Librarians of the Year" for their efforts on the Books Unbanned anti-censorship campaign.

Closing reflections – Dave Lloyd (Coventry Libraries)

Dave reflects on the day and summarises his key takeaways.

Speaker info

Dave Lloyd has worked in Public Libraries for close to 30 years and presently holds the post of Service Development Manager for Coventry Library Service. He is also the lead for Libraries Connected Information and Digital Universal Offer and represents Libraries Connected on the DCMS's Media Literacy Taskforce Steering Board. Dave has recently retired as a trustee for Coventry Citizens Advice, a post he held for 19 years.

Room: Dickens

Artificial intelligence: Let's embrace playfulness – Jocelyn Burnham (AI for Culture)

Take part in a fun and fanciful tour of emerging AI tools and technologies as we explore whether "playfulness" could become your secret superpower for developing your confidence and understanding. No previous knowledge of AI is required, and we'll explore a broad range of image, music and text generation while giving you tangible next steps for developing your learning journey independently.

Speaker info

Jocelyn Burnham is an independent trainer and speaker specialising in artificial intelligence (AI) and its emerging role in the Culture and Creative sectors.
Her background includes roles at Brighton Dome & Brighton Festival, Music Theatre Wales, UNBOXED: Creativity in the UK and Sadler's Wells Theatre.
Her AI workshops and consultancy have been commissioned by bodies such as the Arts Marketing Association, Tate, and the National Lottery Heritage Fund, among others.
You can learn more on her website: www.aiforculture.com

Transforming the customer experience using open data – Georgina Carr (GLL)

In a world where libraries are competing with big brand names for customer attention, it is vital to make it quick, easy, and seamless to engage with all that the library service offers. Georgina covers how, harnessing the power of open data and APIs, GLL is integrating all that the library offers into one single sign-on website, taking control of the journey their customers experience, from arrival on the homepage to leaving the library building, and what this means for the future of online library experiences.

Speaker info

Georgina Carr is a librarian passionate about modernising how public libraries engage with customers. Georgina has over 15 years of public library experience; graduating from The University of Sheffield's Information School in 2011, her career focus has been utilising emerging technologies to improve the customer experience. Now leading marketing strategy for GLL's national libraries division, Georgina recently completed an innovative website transformation project for which she has been nominated for a Libraries Connected award in 2024.

Virtual tours and room hire: Online solutions to drive inclusive and sustainable footfall in libraries – Jack Woodley (Kajima Community)

A session exploring online library tours and room hire optimisation. Find out about how they work, their benefits and practical suggestions for implementation. Includes showcases of LibraryOn funded projects in Surrey and Newcastle.

Speaker info

Jack Woodley has been Head of Sales for Kajima Community since 2022. After graduating with a degree in Politics, Jack worked with companies providing software and marketing solutions for the public sector. He is passionate about helping organisations to leverage innovative and modern solutions to deliver value for money and sustainable public services. More recently, this includes working with Library Services around online visibility of library buildings and services, and optimising commercial room and space hire.

Room: Eliot

Future-proofing libraries – Maaike Verberk (DEN: Dutch Knowledge Institute for Culture and Digital Transformation, Netherlands) – *Speaker joining remotely*

The world around us is constantly changing due to digital innovations. Audiences expect cultural organisations, like libraries, to embrace digital innovations. Better still: libraries are able to create new values in the digital realm and expand their possibilities to engage future audiences and remain relevant in a changing society. The process of digital transformation helps libraries to become future proof.

In this compact session, Maaike Verberk presents a variety of push factors why it is urgent for libraries to take steps in the process of digital transformation.

Maaike also shows in what way her organisation DEN, as a sector supporting organisation in the field of digital transformation, supports cultural organisations, like libraries, to develop a digital strategy and invest in digital leadership. And how the method of Futuring and scenario dialogues around the audience of the future is helpful in creating awareness and momentum for a library to take steps in the process of digital transformation.

Speaker info

Maaike Verberk is the managing director of DEN, the Dutch knowledge institute for digital transformation in the cultural sector. She uses her experience and network to inspire professionals in the cultural sector to achieve digital leadership and she encourages a strategic approach to digital innovation for organizations. Maaike propagates the method of Futuring in the sector and uses it within DEN to identify and interpret trends and technologies. She developed the DEN Academy with training programmes for digital leadership in the cultural sector. Previously, Maaike was business manager with the largest theatre company in the Netherlands: ITA in Amsterdam and business director of STRP art&technology Festival in Eindhoven

Envoy Connect project: Audiobooks for blind and partially sighted users – Abul Kashim (Camden Libraries) and Lara Marshall (RNIB)

RNIB and Camden Libraries embarked on a pilot project in 2023 funded by LibraryOn to empower their blind and partially sighted residents to expand their audiobook choices. Using the new Envoy Connect device, which can hold up to 50 audio books and doesn't need Wi-Fi, the aim is to empower people to start using digital devices and visit their local library for more support – then use this as a gateway to explore their library!

Speaker info

Abul Kashim has been with Camden's library service for just under 20 years in various roles including Library Manager, Cluster Manager, Strategy Development Officer, Programme Manager and his current post as Library Development Lead. Over the years Abul has been involved in various programmes and transformation projects, including developing the future Camden library strategy framework, transforming the library service to become more accessible for the community including those working and studying in Camden, creating a place for everyone.

Lara Marshall is the Libraries Engagement Manager for the RNIB, empowering and supporting libraries across the sector to provide the best possible service they can to blind and partially sighted people.

TikTok: Leveraging video content for advocacy, outreach and book promotion – Kelsey Bogan (GVHS Library, USA) – *Speaker joining remotely*

Learn about many of the different ways libraries and librarians can leverage the power of TikTok or other video content platforms. Using examples from her own TikTok, librarian Kelsey Bogan (TikTok @gvhslibrary and @dontyoushushme) will demonstrate how TikTok or other video content can be used for advocacy, collection development, outreach, and book promotion. You'll leave this session inspired and ready to give TikTok a try!

Speaker info

Kelsey Bogan is a high school Librarian, adjunct MSLIS Professor, and a professional Speaker who enjoys helping librarians learn to leverage the power of social media for their library's advocacy, collection development, outreach, and community-building efforts. Kelsey is an outspoken advocate for reform in the library profession, especially as relates to outdated collection organisation and development traditions. She is particularly proud to have created the viral library organisation concept Dynamic Shelving and of her ongoing work to redevelop her library towards greater inclusivity, accessibility, and equity.

Journey of a library Instagram – Lorna Hulme and Izzy Ashley (Halton Libraries)

Halton Libraries started their Instagram journey with @haltonlibraryservice in November 2021. They have since adapted and changed content to gain followers and increase their engagement. Join Halton for an informative and enjoyable session detailing this development of Instagram journey. They will share some top tips and their process for creating content, as well as some of the lessons learnt along the way.

Speaker info

Lorna Hulme is Digital Development Officer for Halton Libraries. Lorna is the strategic officer for all things digital including implementing new technologies, online resources and developing digital learning opportunities for adults and children through a range of targeted programmes and initiatives. She has over 7 years' experience in this field; her professional goal is to expand on the fantastic role that Halton Libraries play in supporting the needs of the local community in Runcorn and Widnes.

Izzy Ashley started working at Halton Libraries in June 2021 as a Library Information Assistant before becoming an Outreach Assistant in December 2022, promoting the library and engaging with Halton residents to highlight Halton libraries' wonderful resources and the benefits of the service, whether that be out and about in the community or digitally through social media. Her biggest aim is to change the out-dated perception of libraries and to be involved in helping them maintain their important position in a modern society.

Digital Powerwash: Ethics around the use of Big Tech for socials – Jantien Borsboom (PublicSpaces, Netherlands)

Nowadays it seems almost impossible to interact with your audience online without making use of Big Tech. How can we change this? Join the PublicSpaces Digital Powerwash and find out for yourself!

Together we will embark on a journey to explore the (im)possibilities for your organisation to say "NO" to Big Tech. How (in)dependent is your organisation of Big Tech? Is it necessary to reach your goals? What happens if it breaks down?

You will get practical tips to review the tools your organisation uses, and you will be introduced to some alternatives for Big Tech tools.

Speaker info

Jantien Borsboom is director of PublicSpaces: a coalition of public organisations that are reimagining the internet as a public space. Their goal is to create an alternative software ecosystem that serves the common interest and does not seek profit.

Jantien has long been committed to a fair digital society. In the past, she has worked for several cultural institutions where she led digital projects, often with a critical approach. She founded the DigiLab at the LocHal Library in the Netherlands, a place for introductions to and critical conversations about new media and new technology. She also developed KennisCloud: a hybrid community platform for knowledge sharing and collaboration around social issues. Jantien has a strong interest in the possibilities of the digital world, specifically in the boundary between digital and physical and how they intertwine.

Room: Brontë

Data storytelling live – Dave Rowe (Libraries Hacked)

This session will explore some real-life library data, demonstrating ways we can transform it and get to a place where it is providing insight and storytelling about library services.

Starting with library membership data, we will look at different stories we can tell. This can be about the people who do – or don't – use our services, different types of usage, or how to get more insight into the demographics and communities of our users.

The session will be interactive and include a live demo of the data.

Speaker info

Dave Rowe started his open data journey in 2012, working as technical lead to release data at Bath and North East Somerset Council, also participating in the open data community at Bath:Hacked. This included data such as car park occupancy, licensing and planning applications, environmental health reports, and photos plus metadata of all the litter bins!
He is founder of Libraries Hacked, a project to promote open data in libraries and creating digital prototypes using library data.
In 2022 Libraries Hacked won the data award at the OpenUK awards, and Dave was nominated in the Individual category.
Dave currently works for Geovation, helping new startups with data and technology to innovate and create positive impact.

Setting up a studio in your library: photography, video, lighting and podcasting – Ryan Johnson (Business & IP Centre Oxfordshire)

Discover the essential elements to introduce a dynamic marketing suite within your library. Learn practical insights on integrating resources such as photography, videography, lighting, podcasting, and other digital provisions.

Explore the benefits and strategies behind incorporating these multimedia resources to enhance your library's outreach and engagement. Whether you are aiming to support start-up business owners, engage youth, capture stories from your community, or amplify your library's online presence, this talk will equip you with the tools and knowledge to effectively leverage multimedia content creation within your library environment.

Speaker info

Ryan Johnson has 20 years' experience of designing and delivering youth and community programmes at a local and national level; he now manages the British Library Business & IP Centre Oxfordshire, that launched in May 2022 at Oxford Westgate Library.

Using data to understand online audiences – Chris Unitt (One Further)

Just as we want to remove barriers to people accessing physical libraries, we want our online visitors to have a straightforward, hassle-free experience too. By collecting the right information, you'll be able to build a better understanding of how people find you online and access your services. You'll then be well placed to reach more people and identify areas for improving your online experience. In this session, we'll look at how to collect immediately useful data and insights using common website analytics and audience research methods. With lots of examples, we'll focus on tried and trusted approaches with free and low-cost tools.

Speaker info

Chris Unitt works with cultural organisations and public bodies, helping them to understand and meet the needs of their current and potential online audiences.
He's the founder of One Further, a digital analytics and content strategy agency, where he works with clients such as the National Library of Scotland, Tate, and the V&A.

Room: Chaucer

Libraries digital inclusion meetup - LIVE! - Louise Branch (Good Things Foundation), Ana Silva, Rosie Veitch and Luke Oakes (Cambridgeshire Libraries)

We are bringing our regular virtual 'Libraries Digital Inclusion Meetup' to Press Play, but this time it's live! At this event, attendees will come together to learn others' experiences of helping communities to get online with the ethos: "You don't have to reinvent the wheel".

For this session, we will focus on user needs in terms of digital skills and access; what do people in your community need and what can you do to help?

Participants will form groups to talk about their experience before sharing this with the wider group to identify common themes and tips for best practice.

We'll end with an aspirational round-up and call to action, with attendees making an online pledge describing what they will do differently to meet their communities' digital inclusion needs.

Speaker info

The **Libraries Digital Inclusion Meet-up group** was formed two years ago by Cambridgeshire Libraries, Warwickshire Libraries and Good Things Foundation with the aim of providing a non-judgemental space for libraries colleagues at all stages of their digital inclusion journey to learn from one another's experience. Our meet-ups aim to allow libraries to shout about their success stories, grumble about common challenges, share great resources and opportunities and discuss aspirations to #FixTheDigitalDivide. We've covered some wide ground since 2022, including local partnership systems for digital inclusion, working with digital champion volunteers and the group also helped to shape Libraries Connected and Good Things Foundation's recent research report on Digital Inclusion in Libraries in England.

Inclusive digital zones – Rahat Ismail and Sarah Sobakin (London Borough of Barking and Dagenham)

In Barking and Dagenham, 29.8% of households have at least one person who identifies as disabled, which is the highest proportion in London (Census 2021).

The London Borough of Barking and Dagenham have created Inclusive Digital Zones to help ensure that disabled people and those who need extra support can get online and are not left behind digitally, preventing their exclusion from access to opportunities for a better life. The zones are co-designed and in collaboration with service users and Good Things Foundation, Royal National Institute of Blind People (RNIB), and the council. Hear their amazing story.

Speaker info

Rahat Ismail has been employed by the London Borough of Barking and Dagenham for several years; her responsibilities include universal services in Barking, community hubs and digital access. She is also Vice-Chair of the Staff Support Network for BAME employees and a steering group member for the Women's Network and the LGBT+ Network.
Human rights are Rahat's passion. Outside of work, Rahat is Co-Chair Governor at Gascoigne Primary School and an Amnesty Educator with Amnesty International, having also volunteered with the Human Rights Commission and Remembering Srebrenica. Last summer, having been awarded a First Class Honours for a Bachelor of Arts in Global Politics and International Relations, Rahat is now studying MA Law (SQE1) at the University of Law, with the aim of becoming a human rights lawyer.
Sarah Sobakin grew up in and currently works for the London Borough of Barking and Dagenham. Her responsibilities include universal services, community hubs, digital access and helping residents of Barking and Dagenham by taking a holistic approach to solving their issues, queries and dilemmas.
Sarah has been part of the digital inclusion team for the past year and half and has developed a passion for helping people to get online, having seen it change people's lives.

Digital inclusion in libraries – Dr Amy Kavanagh

Learn top tips on digital inclusion for blind and visually impaired people accessing library resources online and on social media.

Speaker info

Dr Amy Kavanagh is an award-winning disability consultant, activist and campaigner. She uses social media to share her lived experience navigating the world as a blind Londoner alongside her Guide Dog Ava. Amy has recently become a mother and believes in the need for greater representation and discussion of disabled parenthood. Amy is committed to celebrating disability, mobility aids and encouraging others to learn about the social model of disability.

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