

A CASE STUDY OF CARMATHEN LIBRARY AND ITS SUSTAINABILITY

Society is ever changing in a world where technological innovation is a constant entity.

Which brings the question to the forefront of the mind that: In a world where internet access is available to almost everyone, do community businesses such as public libraries remain central to society?

History

Libraries have been a part of our heritage for many generations dating back to the 627 BC, and the first written word. Carmarthen Library dates back to the early 1900's.

Aims and Objectives

Aim -

Explore how Carmarthen Public Library as a business, is able to remain sustainable due to technological innovation.

Objectives -

- ♦ Distinguish between the Traditional and the Transactional library;
- ♦ Understand the educational needs of a library within their community
- ♦ Explore Carmarthen Public Libraries advertising, marketing and networking,
- ♦ Understanding the Social Capital of a Public Library.

“Organised information is the great constant in human society; the media though which that organised information is communicated merely multiply and contract as society matures. Whilst they fulfil a need, there is no reason whatsoever why words printed on paper should disappear – unless we will it” (Oddy, 1996).

“Food for the mind in much the same way they visit a supermarket in search of food for the body” (Oddy, 1996).

Traditional and Transactional Library

A Traditional Library gives emphasis on preserving and storing physical items such as books, manuscripts and any educational works and periodicals (Blog, 2016).

A Transactional Library could be thought of as an ‘upgraded’ Traditional Library.

Transactional libraries offer a different way of attaining resource without the worry of physically acquiring the resource and maintain their preservation. It offers an alternative more resourceful and easier way of sharing the information to more people.

Education

Within the ‘Annual Literacy Survey’ taken from the ‘Children, young people and digital reading report’ it demonstrated that from the 56,905 children and young people aged 9 to 18 benefited from the diversity of reading from both physical books and eBooks.

Social Capitalism

John Fields theory on Social Capital “is, at heart, most straightforward. Its central thesis can be summed up in two words: relationships matter” (Fields, 2006). People interact with one another creating connections. Connections become interlinked, crossing over one another creating networks. It is through these people that create this network to form a social capital of its own

Methodology

I have chosen to use both the Qualitative and Quantitative methodology within this dissertation. By employing both methods it is my hope that both methods will support the other within their answers and analysis.

Do you frequent Carmarthen Library?

ANSWER CHOICES	RESPONSES
Yes	31.58% 12
No	68.42% 26
Total Respondents: 38	

When was the last time you borrowed a book?

ANSWER CHOICES	RESPONSES
Last week	5.26% 1
Last month	5.26% 1
Within the last 6 months	15.79% 3
Within the last year	10.53% 2
Over a year ago	63.16% 12
TOTAL	19

Sustainability

Library business has “always been “green,” because they purchase a limited number of items that many people can share” (Dempsey’s, 2020). Sustainability is demonstrated by Carmarthen Public Library through their future planning and awareness of stresses and limitations. Sustainability is demonstrated mainly through the business itself. From the Library's response there was no mention of the environmental impact that they hold. As seen, there are many of the participants involved within the survey that had not frequented the library in many years. In addition, as shown within the replies from the community through the questionnaire, many of the local community are unaware of the goings on within the library.