



STATISTICHE

figures and graphs to understand Veneto

Flash

The world of public reading libraries is closely linked to people's desire for knowledge by vocation, and it is continually evolving to better meet the changing information needs of today's society. This analysis focuses on the role assumed by this widespread type of library in promoting cultural activities and reading.

A public reading library (PRL) can be defined as a library that offers a free public loan service of books and documents to all citizens, and that collects and conserves locally produced publications. In the majority of cases, the library is owned by the city and is also a place

where to find valuable information on a wide range of topics, with the assurance of finding invaluable assistance from the people who work there.

Since 2006, the Veneto Region, within the "Progetto di Misurazione e Valutazione (PMV)¹" (Measurement and Assessment Project), has monitored the operation of 589 public reading libraries in the region², in most cases present in Vicenza (115), then Padua (109) and Treviso (99), through rigorous data collection.

In 2011, the Region also carried out a Census³ of these

THE PUBLIC READING LIBRARIES OF VENETO

libraries, with the dual purpose of updating the only census carried out up until then – of ministerial initiative and dating back around twenty years – and verifying the correctness of some methodological choices adopted within the project. Counting the number of other types of libraries (conservation, specialist, etc.) is however still in progress.

In 2012 in the whole of Veneto, public reading libraries made 9,781,679 documents available to the public, namely books and pamphlets, audiovisual, multimedia (2 per inhabitant) and recorded 5,719,465 visits, which is equivalent on average, over a year, to around 17 thousand for each library.

The following pages will give an account of promotional activities that the libraries offer to citizens, with a focus on the theme of promoting reading and developing the project for children "Nati per leggere" (Born to read) in Veneto.

¹ <http://www.regione.veneto.it/web/cultura/pmv>

² Data on the presence in the database of PMV public libraries updated 13/11/2013

³ <http://www.regione.veneto.it/web/cultura/censimento-delle-biblioteche-venete>

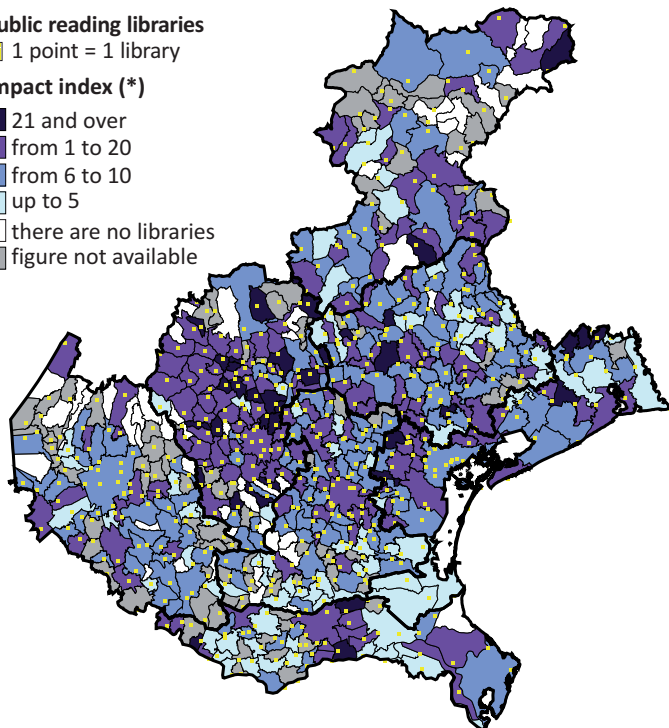
DISTRIBUTION AND IMPACT INDEX (*) OF PUBLIC READING LIBRARIES. VENETO – YEAR 2012

Public reading libraries

1 point = 1 library

Impact index (*)

- 21 and over
- from 1 to 20
- from 6 to 10
- up to 5
- there are no libraries
- figure not available



(*) Impact index= (users who have loaned something from the library in a year / average population) x 100

SUPPLY AND DEMAND OF PUBLIC READING LIBRARIES VENETO – YEAR 2012

Supply

Province	Libraries as at 13/11/2013	% of municipalities with a library
Belluno	58	84
Padua	109	94
Rovigo	53	98
Treviso	99	99
Venice	61	100
Verona	94	84
Vicenza	115	88
Veneto	589	91

Demand in the municipalities with a library

Province	Average number of visits per library	Attendance index (*)	Impact index (**)	Loan index (°)
Belluno	3,488	1.0	10.5	1.0
Padua	12,124	1.3	10.8	1.2
Rovigo	5,644	1.0	11.0	0.8
Treviso	15,087	1.7	10.2	1.1
Venice	28,273	2.0	10.0	0.8
Verona	21,249	1.5	9.7	1.3
Vicenza	22,387	2.6	16.5	2.5
Veneto	17,022	1.8	11.4	1.3

(*) Expresses the number of visits per inhabitant and verifies how attractive the library is to the citizens

(**) Expresses the number of users that have loaned at least one thing during the year per 100 inhabitants and shows the attractive capacity of the library with regards to potential users

(°) Expresses the number of loans per inhabitant and assesses the effectiveness of the library and its responsiveness to the needs of the user

Source: processing by the Veneto Region – Directorate of Cultural Heritage on Veneto Region data

ALSO AVAILABLE:

- Statistical Report 2013 – Veneto, descriptions and comparisons
- Road accidents in the whole of 2012
- Tourism: definitive data up to 2012 and provisional data as of September 2013

<http://www.regione.veneto.it/web/statistica>

Most people think that libraries are dusty places where nothing ever changes. However, the data collected within the Measurement and Assessment Project relating to all the public reading libraries in the regional territory suggest the contrary. In fact, these libraries not only offer services, loans and advice, but they are also dynamic places that offer and host courses and exhibitions; they are meeting

A FORGE OF MEETINGS AND PROPOSALS

places for citizens associations and they organise guided tours of their services and their heritage, especially for schools, with the aim of promoting themselves, as well as promoting culture.

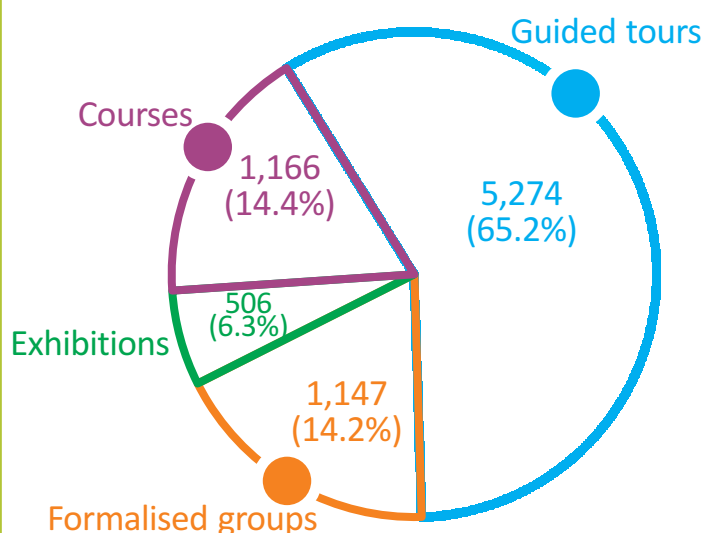
Between 2011 and 2012, the organisation of courses and exhibitions increased by 10.7% and 2.4% respectively. Courses are more frequent

and in greater growth in Padua, followed by Vicenza. Meetings of formally recognised groups or associations (formalised groups) and guided tours are increasing and, if groups are a feature of the supply in Treviso, guided tours distinguish the libraries in the territory of Marche and Vicenza even more.

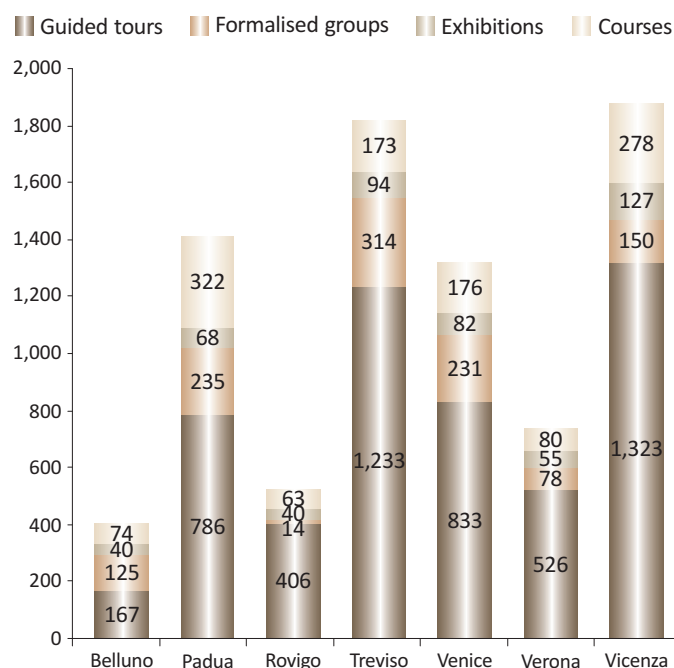
Out of all the activities, 7,433 events were offered to citizens in 2011 and 8,093 in 2012, with an increase between the two years of around 9%. The choice of organising this type of initiative is also explained by the fact that the libraries, in keeping with their purpose of serving all citizens without distinction and as places of social gathering for the community, offer the most varied opportunities for meeting and cultural learning.

With an offer as rich and varied as this, the first cases of e-book loans arose, as well as services for disadvantaged readers (the blind and people with reduced vision and people with hearing difficulties or mobility problems): the most common of such services are books in large print, present in 14.5% of the libraries involved in the 2011 census, as well as audio books (11.7%), whilst the talking book service is present in 4.7% of the libraries. Therefore, it can be concluded that the world of libraries, despite the cuts and due to the enthusiasm and ingenuity of librarians, is alive and full of offers, a reality in which a citizen may find a fertile field for learning.

THE ACTIVITIES OF PUBLIC READING LIBRARIES IN VENETO – YEAR 2012



MEETINGS AND PROPOSALS IN PUBLIC READING LIBRARIES PER PROVINCE – YEAR 2012



% VARIATION 2012/2011 OF THE ACTIVITIES OF PUBLIC READING LIBRARIES

	Belluno	Padua	Rovigo	Treviso	Venice	Verona	Vicenza	Total Veneto
Courses	-8.6	26.3	46.5	-1.7	-3.8	63.3	4.5	10.7
Exhibition	14.3	-13.9	11.1	-6.9	-10.9	22.2	19.8	2.4
Formalised group	60.3	3.5	-51.7	18.5	0.9	81.4	12.8	14.2
Guided tours	-2.9	11.5	10.6	9.8	13.3	-11.3	11.5	8.0

One of the main jobs of libraries is to promote reading as well as the complex of activities useful for spreading the culture of reading, which is an essential tool for the growth of citizens of all ages.

The population of Veneto who read at least one book a year in their free time is increasing, and in 2012 it was estimated to be around

56% of the population (compared to 46% at the national level). Among the readers of books, around 44% of them read between one and three a year, whereas only 16% read at least one a month. The increase of time and economic resources devoted to culture, in the broadest sense of the term, is also demonstrated by the percentage of total spending per final household consumption reserved for recreation and culture, which, during the decade 2000-2010, had an annual average growth of 1.3% for

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Venetians. In 2010, the last year available, it was equal to 7.6%, a number higher than the national average (7.3%) but still lower than the European average (8.9%).

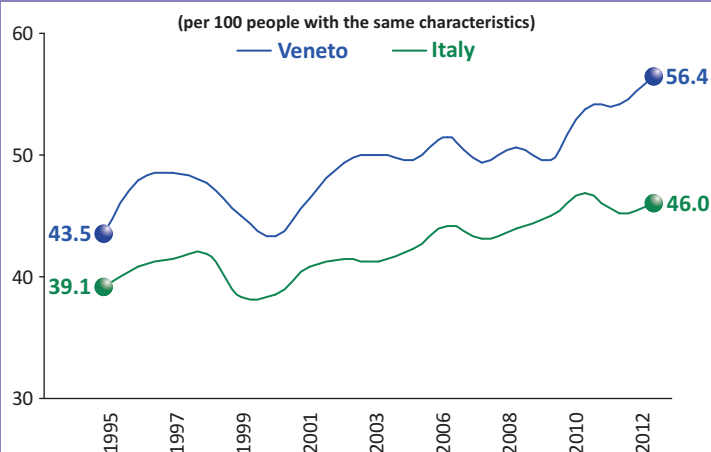
Given the crucial role played by reading in increasing a person's knowledge and improving their social interactions, the activity of promoting reading carried out by libraries is of fundamental importance.

The number of activities/meetings aimed at promoting reading – i.e., activities for organised groups (schools, associations, etc.) and also free access – was substantially stable over the last two years (-0.5%) and equal to 7,194 in 2012. An increase in Belluno and Rovigo was seen: Belluno experienced a growth of 16% and Rovigo of 9%. These figures are especially interesting if you consider that the possibility of spending available to libraries for organising such activities is in decline: it went from over a million Euros in 2011 to about 900 thousand Euros in 2012, with a decrease of 10.5% compared to the previous year. Therefore, libraries, although undervalued, harassed by progressive budget cuts and in difficulty from an organisational point of view, demonstrate, above all, to be able to offer new and original incentives, up to date with technology. In brief, they are a service to be rediscovered, supported and reassessed for improving the life of a citizen within the community.

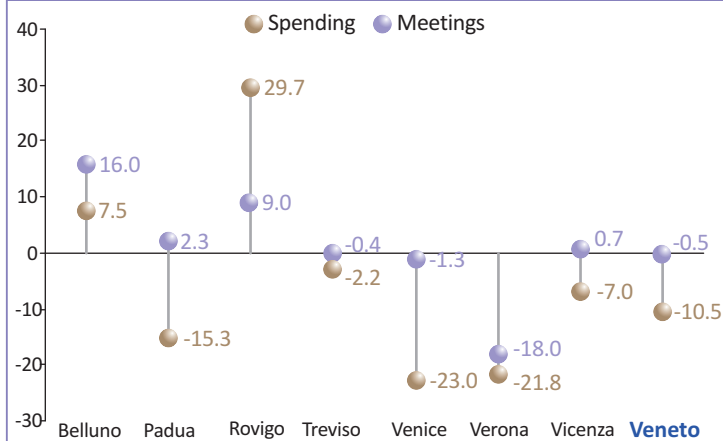
The Veneto Region is also active in the promotion of reading¹, in particular supporting the project “Veneto lettura” (Reading in Veneto). Within this activity, a 'spot' on the importance of reading and the functions carried out by libraries in Veneto for its promotion has been produced, as well as a website² that is expected to become an important information tool especially for citizens, by reporting the various activities promoting reading in the territory and also hosting referrals to reading groups, volunteer readers and professional readers working in Veneto.

1 <http://www.regione.veneto.it/web/cultura/la-promozione-della-lettura>
2 www.venetolettura.it

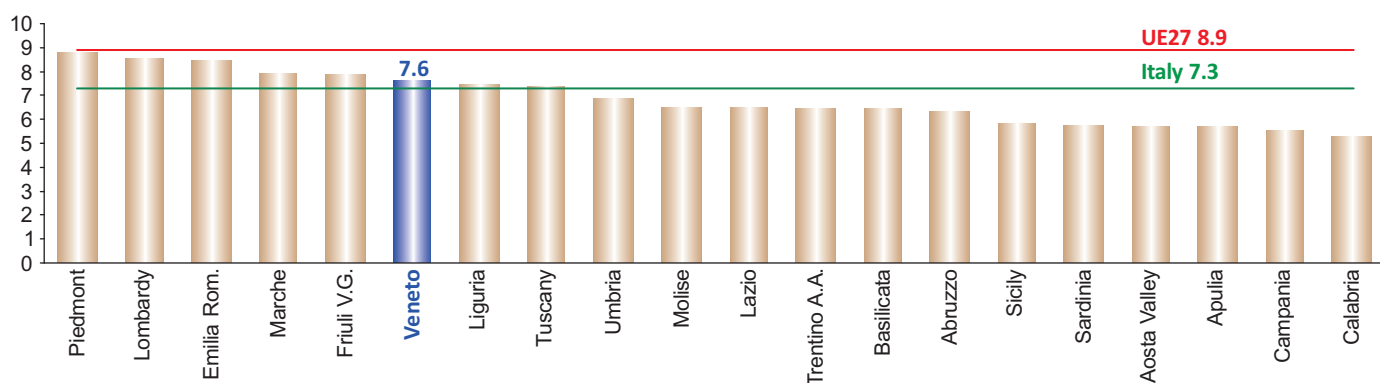
PEOPLE AGED 6 YEARS AND OVER WHO HAVE READ AT LEAST ONE BOOK A YEAR. YEARS 1995-2012



SPENDING ON READING PROMOTION BY LIBRARIES AND NUMBER OF MEETINGS. VENETO - % VARIATION 2012/11



PERCENTAGE OF HOUSEHOLD SPENDING FOR RECREATION AND CULTURE (*) COMPARED TO TOTAL SPENDING FOR FINAL CONSUMPTION PER REGION – YEAR 2010



(*) Spending for recreation and culture includes spending for services supplied by libraries, archives, museums and other cultural and sporting activities and spending for services supplied by cinemas, radio and television activities and other entertainment activities (nightclubs, arcades, fairs and amusement parks)

Source: processing by the Veneto Region – Directorate of the Regional Statistical System on Istat and Veneto Region data – Directorate of Cultural Heritage

STATISTICHE *Flash*

"Nati per leggere" (Born to read), a project promoted among others by the "Associazione Italiana Bibloteche" (Italian Library Association), supports the importance of reading between 6 months and 6 years of age and is active, on a voluntary basis, in various contexts, including libraries. The Region, in agreement with the "Associazione Italiana Biblioteche – Sezione Veneto" (Veneto Section), conducted a survey this year on public reading libraries participating in the project. The questionnaire, agreed upon with the Italian

A PROJECT FOR CHILDREN

Library Association and regarding the activities carried out during 2012, was administered to all libraries taking part in the project, 164 facilities, equal to almost 28% of public reading libraries in Veneto and scattered over 130 municipalities (43% of which have over 10,000 inhabitants).

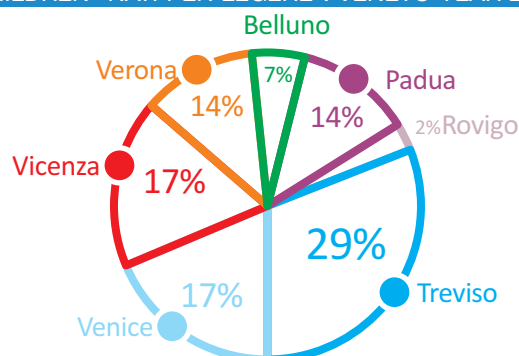
From the analysis of the figures, it emerged that, within the context of the Project, the libraries organised both activities for children and

awareness meetings on the subject involving adults. Among the activities for children, 58% of the facilities offered from 1 to 10 activities per year (in particular library tours and animated readings), and found, in the majority of cases, a participation of over 100 children per library. Among the other activities offered, less widespread but just as interesting, there were meetings with authors or illustrators, workshops, days of donating books for new born children, parties with special entertainment, and exhibitions of books made by children. These activities and more were also used to raise awareness of the project with teachers, educators and volunteer readers. Less common, although highly sought after, was the collaboration of paediatricians, who also participated in the project, like the others, on a voluntary basis.

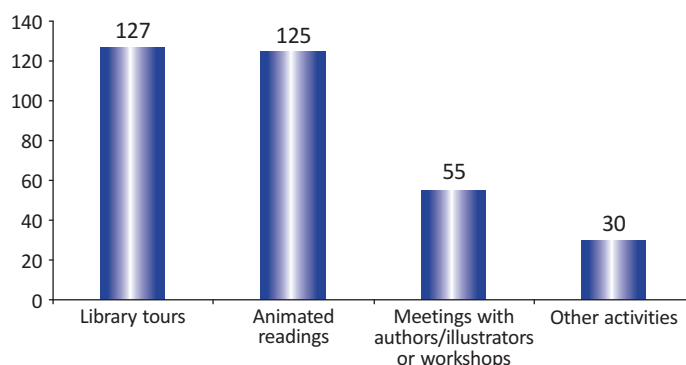
The tendency of libraries to form networks has also emerged from this project: in fact, many have declared to be in collaboration with other libraries, health facilities, schools, and educational structures to better promote "Nati per leggere".

An additional value of the project is that it encourages harmonious and balanced growth in the child, as well as a love for books and reading in particular; this is recognised by an increasing number of libraries, as demonstrated by the increase of their participation in the project over the course of 2013 (+6%).

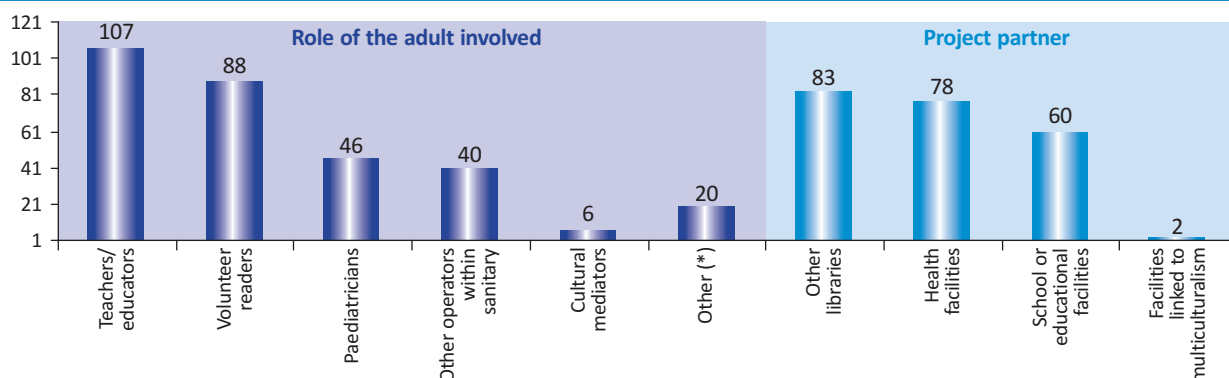
NUMBER OF PARTICIPANTS IN THE PROJECT FOR CHILDREN "NATI PER LEGGERE". VENETO YEAR 2012



ACTIVITIES OFFERED TO CHILDREN WITHIN THE PROJECT "BORN TO READ". VENETO - YEAR 2012



ACTIVITIES OF THE PROJECT "NATI PER LEGGERE" BY ROLE OF THE ADULTS INVOLVED AND TYPE OF PARTNER INVOLVED. VENETO - YEAR 2012



(*) Includes administrators, grandparents, librarians, volunteers, etc. Whereas parents are also involved based on the provisions of the project.

Source: processing by the Veneto Region – Directorate of Cultural Heritage on data from the Veneto Region and the Italian Library Association

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