Libraries working in partnerships in areal welfare centres
Pirkko Lindberg (Tampere City Library, Finland)

Abstract
In Tampere City, Finland, services including libraries will be centralized in areal welfare centres together with the commercial partners. In service planning also inhabitants are important actors in the process. How do libraries manage to work together with other partners, what are the benefits and challenges in this kind of cooperation?

Full proposal
There are a little over 228 000 inhabitants in Tampere, Finland. Tampere City Library consist of 14 library units and two bookbuses. The City of Tampere has a new service model in which services of different districts are centered in areal welfare centres. There are now two ready welfare centers and they both are situated in shopping malls. Lielahti library was opened 2014 in Western district of Tampere. Koilliskeskus library was opened in September 2016 in Northeastern district of Tampere. In February 2018 there will be a new welfare centre in Tesoma, where the library will be again the heart of this centre. Social and medical services will be both public and private and the the library and youth services are located in the same space. Services work together in an alliance. Planning Tesoma welfare centre inhabitants of the area have participated in the process.
In Lielahti library services are situated in the 3. floor of the shopping mall together with senior services, maternity and child health clinic services and dentists. In Koilliskeskus library youth services, maternity and child health clinic services, home service for families are located in the same space. The library space is lively, not a quiet library!
For the customer this kind of services means a fluent everyday life as the public and private everyday services are conveniently under the same roof. For example when a customer comes to visit maternity and child health clinic to his or her appointment, he or she can also borrow books and afterwards go and do the grocery shopping. In Koilliskeskus there is a multiprofessional team of librarians, youth workers, public health nurses, maternity and child health clinic doctors, a family work counsellor and a regional coordinator. For marketing services there is a common webpage and also social media is used.