

TRUMPET

At Newenglish Design we're not known for blowing our own trumpet, but hey we've won a newsworthy award. So here goes... a little gentle trumpet blowing.

NEWS RELEASE JUNE 13TH 2019

NEWENGLISH DESIGN win at DBA Design Effectiveness Awards 2019

Creative agency Newenglish Design has won a Prestigious Award for its work on Inspire Culture's Beeston Library, Nottinghamshire at the DBA Design Effectiveness Awards 2019. These Awards recognise projects that demonstrate design's tangible effect on a business by drawing focus onto design's strategic and commercial value. BBC presenter Alice Bhandukravi presented the awards at last night's event at the Royal Horticultural Hall in central London.

ABOUT INSPIRE CULTURE

Inspire Culture delivers a range of cultural, art, library and learning services across Nottinghamshire. Funded by Nottinghamshire County Council, The Arts Council of England, Education and Skills funding agencies they are an independent organisation with charitable aims and status.

THE BUSINESS CHALLENGE

Beeston Library was a tired and dull example of a public service that was failing to address the needs of the local community. The dated and uninspiring interior made the learning environment unpleasant for both public and staff alike. Newenglish Design were commissioned to create an interior personality for Beeston Library that was unique, uplifting and modern, a place that the community would want to visit time and time again, that they could call their own, irrespective of age. This was against a backdrop of a national decline in library use, poor perception of libraries and decreasing spending on public services and so the budget was limited.

Peter Gaw, Inspire's Chief Executive commented;

"As part of Nottinghamshire County Council's commitment to redeveloping libraries, we have worked with Newenglish Design on a large number of library refurbishment projects in recent years. They have a track record of great design and have been instrumental in bringing new thinking and a fresh approach to our spaces."



NEWENGLISHDESIGN

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NEWENGLISH DESIGN - APPROACH

We created an interior personality for the library, with graphic interventions to walls, book cases, wayfinding signage throughout the library including meeting and activity rooms on the 1st floor. Through visuals we created a modern, relevant and inviting place for all, with a unique feel, a place that the community would want to visit time and time again, that they could call their own, whatever their age or background.

Signage promotes independent navigation around the library, making it easy for visitors to find what they're looking for. We wanted the library to be a place of discovery and learning that is relevant to today's generation, and that reflects culture in its widest sense.

"Whoever said libraries are dead needs to come and check out Beeston Library!"

We are always delighted when the impact of great design is recognised, so to have won this prestigious award with our forward thinking client Inspire, is fantastic."

Carl Bebbington creative director, Newenglish Design

"A PLACE TO EXPLORE YOUR IMAGINATION AND FALL IN LOVE WITH BOOKS"

THE RESULTS ACHIEVED

Between the reopening in August 2017 and the end of October 2018, more than 226,000 visits were made to the transformed library and book loans increased by more than 27%. The impact on the local community of the refurbishment and subsequently improved service shows in significantly increased visitor numbers, new membership and event attendance statistics.

- Increase in library use +34%
- Increase in visitors +62,721
- Increase new members +42%
- New members Sept to Oct 2018 485
- Increase in event attendance 135%
- Increase in events 37%
- Room hire income +300%

The impact on staff has also been hugely positive, with improved morale and engagement with their working environment and the public. The improved spaces and facilities have also led to the development of an unprecedented amount of external collaborations and local partnerships, funding for new projects and the use of the library for key internal and external events such as the Inspire AGM and Awards.

Peter Gaw, Inspire's Chief Executive commented

"Newenglish Design have transformed the feel and perception of Beeston Library for both users and staff. We have seen a positive change in use of the services, particularly in comparison to nationally declining figures in library use."

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ABOUT NEWENGLISH DESIGN

Newenglish are multidisciplinary designers working across Brand Design, Website and Digital Design, Design for Print (brochures, leaflets, exhibitions, etc), Advertising campaigns (online and print) as well as Interior Environments.

Newenglish Design works across many sectors, taking the time to understand our clients needs in order to create effective solutions with measurable results.

ABOUT THE DBA DESIGN EFFECTIVENESS AWARDS

Entered jointly by client and designer, the DBA Design Effectiveness Awards are an annual event that provide powerful evidence that design thinking combined with business acuity can bring about the right conditions for business transformation to occur.

The shortlisted winners have been selected through three rigorous rounds of judging, by a panel made up of design and marketing heads from leading brands and organisations.

The winning case studies prove that design can drive growth in global businesses, bring brands to life experientially, stimulate brands, businesses and initiatives back to growth and prove its power to persuade and be a critical enabler for competitive advantage. Nowhere is the quality and effectiveness of the design industry's offer more evident than across the winning case studies in the DBA Design Effectiveness Awards.

They prove why now, more than ever, design is a sound commercial investment.

For more information please contact:

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**"WOW 3D PRINTING IN
THE LIBRARY, THATS NOT
WHAT I EXPECTED"**

Customer, Beeston Library



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