



CASE STUDY

INTRODUCING DIVERSITY, EQUITY AND INCLUSION (DEI) ANALYSIS AT BRENT COUNCIL



save**TIME**



save**MONEY**



improve**PERFORMANCE**



The London Borough of Brent is the 7th largest of London's 33 boroughs serving a population of 330,795 people.¹ It is also the second most culturally diverse borough in the UK² with almost two thirds of the population from Black, Asian and minority ethnic groups³.



REPRESENTING DIVERSE COMMUNITIES AT BRENT LIBRARIES

Given Brent's rich cultural diversity, the public library service is focused on delivering a collection that is inclusive of all communities. The library service is aligned with the Brent Black Community Action Plan, supporting the council to address the inequalities that Black communities face.⁴ Allan Costello, Library Stock Development Manager, stated: "We work with suppliers who specialise in diverse and inclusive materials and community language titles to meet the demand of our diverse communities."

The Library team at Brent monitor changes to the makeup of local communities to ensure that the library collections remain representative of their local area. Allan explained: "We have seen some movement of communities and migration in and out of the borough, so we keep an eye on where those populations may have shifted to. We therefore need to be dynamic in our approach and ready to move stock around and purchase additional diverse and inclusive materials to make sure it's in the right place for the right people at the right time."

Allan also commented that the provision of a collection that meets community needs requires regular research and knowledge of new titles. He explained: "It requires a degree of professional expertise, so we subscribe to newsletters and publications from different publishers to support "top up" orders throughout the year in addition to the stock from our suppliers. In addition, we work closely with our team of diverse staff who are representative of the communities we serve, and we respond to customer stock suggestions."

1. <https://directory.londoncouncils.gov.uk/demographics/population/brent/>

2. <https://www.brent.gov.uk/your-council/about-brent-council/council-structure-and-how-we-work/equality-and-diversity/>

3. <https://data.brent.gov.uk/dataset/2ydg5/equality-profile-of-brent>

4. <https://www.brent.gov.uk/your-community/black-community-action-plan/brent-black-community-action-plan/>



collectionHQ DEI ANALYSIS

To complement the hard work of the team at Brent, Allan understands the importance of an evidence-based approach to analysing the library's supply of diverse and inclusive material. He shares: "We're spending public money and we have to be spending it in a fair and transparent way."

collectionHQ's Diversity, Equity and Inclusion (DEI) Analysis module is supporting Allan and his team by offering a Dashboard of analysis about the supply of DEI titles in Brent's collection. Commenting on the tool, Allan states: "It offers a quick and easy way of providing the evidence to further validate purchasing decisions and I can feel confident that our local communities are represented."

In addition to ethnicity, it is a key focus at Brent Libraries to address the inclusion of material that represents other diverse communities, such as LGBTQIA+ and disability. Allan looks forward to monitoring team efforts to widen the library's diversity collection with the analysis provided by collectionHQ.



***"...I can feel
confident that our
local communities are
being represented."***

-Allan Costello,
*Library Stock
Development Manager*

KEY BENEFITS

**Alignment with
administrative goals
and patron needs**

.....

**Evidence-based
purchasing decisions**

.....

**Better use of
existing material**

.....

**Deliver a collection
that is inclusive of
all communities**

