

# The Play Opportunity: Transforming Perth and Kinross Libraries into Engines of Social Resilience and Economic Equity

The public library system in Perth and Kinross occupies a unique and paradoxical position within the Scottish cultural landscape. While the region consistently reports library usage statistics that are among the highest in the country—with the AK Bell Library frequently cited as Scotland’s fourth busiest public branch—the service simultaneously operates under the most significant fiscal constraints of any Scottish local authority in terms of per-capita investment.<sup>1</sup> This tension has culminated in a period of profound institutional vulnerability, exemplified by recent proposals to close or transition to community-led models seven rural libraries: Alyth, Auchterarder, Birnam, Comrie, Coupar Angus, Pitlochry, and Scone.<sup>4</sup> As the Perth and Kinross Council (PKC) navigates a budget deficit necessitated by rising social care costs and National Insurance changes, the traditional "book-only" library model is increasingly difficult to defend against competing statutory priorities.<sup>4</sup>

This report, authored by the think-tank Civic Prism, argues that the introduction of toy libraries across the Perth and Kinross library network represents a transformative strategic pivot. By evolving from repositories of static information into dynamic hubs of play-based learning and circular economy activity, libraries can significantly increase their community footprint and diversify their user base. This model does not merely add a new service; it fundamentally reconfigures the library's value proposition to the Council. It moves the library into the heart of early years intervention, child poverty mitigation, and environmental sustainability—areas where the Council is already mandated to deliver results.<sup>7</sup> The following analysis provides an exhaustive case for this expansion, bridging academic research on childhood development with local demographic data and operational blueprints.

## The Socio-Economic Context of Perth and Kinross Demographic Divergence and the Hidden Reality of Poverty

Perth and Kinross is often perceived as a bastion of affluence, a characterization supported by its picturesque rural landscapes and high concentrations of "Affluent Achievers" and "Rising Prosperity" demographic groups.<sup>3</sup> However, a granular analysis of the Scottish Index of Multiple Deprivation (SIMD) and local income data reveals a more complex reality. Approximately 36% of households in the region are classified as "financially stretched" or facing considerable economic challenges, and 6.2% of the population resides in the most deprived quintile nationally.<sup>10</sup> This economic strain is particularly acute for young families. It is estimated that 5,914 children in Perth and Kinross (21.9%) are living in relative poverty, with approximately 5,200 children living in deep or very deep poverty.<sup>9</sup>

Settlement	Median Income (£)	Lower Quartile Income (£)	Economic Category
Murthly	58,200	Not Disclosed	High Affluence
Bridgend	27,000	12,500	Severe Deprivation
Letham	Not Disclosed	17,500	Urban Adversity
Comrie	Not Disclosed	17,500	Rural Stretched
Alyth	Not Disclosed	17,500	Rural Stretched
Perth City Centre 851 (Relative Poverty Count) -			Urban Core
Perth City North 840 (Relative Poverty Count) -			Urban Core

Data Sources: <sup>9</sup>

The geographic distribution of this poverty is a critical factor for library service design. Unlike urban centers where deprivation is often concentrated in specific wards, rural poverty in Perth and Kinross is frequently dispersed, making it harder to identify and serve through centralized programs.<sup>9</sup> The SIMD, which identifies deprived areas rather than deprived people, often masks the intensity of need in rural pockets like Comrie or Birnam where high-cost housing co-exists with low wages.<sup>9</sup> In these contexts, the local library is often the only free, non-stigmatized "warm space" available to the community.<sup>1</sup>

## The Library as an Anchor Institution

Despite the budgetary pressures, the library service in Perth and Kinross has shown remarkable resilience and adaptability. In the 2023/24 period, library footfall increased by 24% year-on-year, with unique users representing 12% of the total regional population.<sup>2</sup> The number of active borrowers rose to 14,353, indicating that despite the rise of digital media, the physical library remains a vital touchstone for the community.<sup>2</sup>

The "hub" model, currently being championed by Council Leader Grant Laing, suggests that libraries should evolve into multi-service centers to remain sustainable.<sup>4</sup> This involves integrating cultural activities with welfare rights advice, digital inclusion support, and community meeting spaces.<sup>1</sup> The toy library concept fits perfectly within this paradigm. By providing a tangible, high-value resource for young families, the library moves from the periphery of community life into its center, functioning as an "anchor institution" that supports the local economy by reducing the "essential cost of living" for residents.<sup>7</sup>

## The Developmental and Sociological Case for Toy Libraries

### Play as a Catalyst for Cognitive and Social Equity

The foundational argument for toy libraries is rooted in the academic consensus that play is the primary mechanism for early childhood development. Research conducted by organizations like Toy Libraries Australia and the Smart Play Network in Scotland demonstrates that play-based learning is crucial for building the cognitive, social, and physical skills children need before entering formal education.<sup>14</sup> A positive home learning environment—where children have access to a variety of stimulating toys and equipment—has benefits for cognitive development that persist regardless of socio-demographic factors like parental education or income.<sup>14</sup>

In Perth and Kinross, where nearly 15% of children show developmental concerns at the 13-15 month review, the provision of high-quality toys is a strategic health and education intervention.<sup>16</sup> Toy libraries allow families to borrow a large variety of educational games, puzzles, and sensory equipment that would otherwise be cost-prohibitive. This is particularly relevant for the 44% of parents in early years education who belong to a "Priority Family Group".<sup>11</sup> For these families, the library provides the "scaffolding" for home-based learning that is essential for closing the attainment gap identified in the Tayside Plan.<sup>9</sup>

### The "Soft Entry Point" for Integrated Family Support

Beyond the immediate developmental benefits for the child, toy libraries act as "soft entry points" to the wider early years system. Traditional clinical or governmental interventions can sometimes be perceived as intimidating or stigmatized by vulnerable families.<sup>14</sup> A toy library, located within the welcoming environment of a public library, offers a "friendly outing with no expectations".<sup>14</sup>

Once inside, families can be seamlessly connected to other essential services. Librarians and volunteers can facilitate introductions to health visitors, money advice officers, and employability services—a model already supported by Perth and Kinross Council's commitment to personally contacting over 2,000 priority families.<sup>9</sup> This integrated approach is essential for achieving the region's child poverty targets, as it moves beyond financial transfers and addresses the "material deprivation" component of poverty by providing direct access to resources.<sup>17</sup>

### Building Social Capital and Rural Cohesion

The sociological impact of toy libraries extends to the caregivers themselves. Rural isolation is a significant driver of poor mental health and social fragmentation. When a rural library closes, it removes a neutral "third space" where diverse members of the community can interact without the requirement of financial transaction.<sup>18</sup> Toy libraries, through "stay and play" sessions, create an environment where parents can build "weak ties"—informal social networks that are the bedrock of community resilience.<sup>18</sup>

Case studies from the Walthamstow Toy Library illustrate this mechanism: many members describe the library as a "lifeline" where they met their best friends and found support during the isolating early months of parenthood.<sup>19</sup> In a rural context like Perthshire,

where 66% of the population is scattered across a vast area, these social nodes are irreplaceable. The process of communal resource management—borrowing, returning, and caring for shared toys—fosters a sense of collective efficacy and reciprocity.<sup>18</sup> It reinforces the idea that the community can work together to solve problems, a concept sociologists term "social capital".<sup>18</sup>

## Economic Resilience and the Circular Economy

### Mitigating the Cost-of-Living Crisis

The financial case for toy libraries is particularly compelling during the current cost-of-living crisis. The average cost of high-quality educational toys can range from £20 to over £100 per item. For a family struggling to meet basic heating and food costs, such expenditures are impossible. Toy libraries effectively subsidize the cost of parenting. By paying a minimal membership fee—or having it waived through a welfare referral—families gain access to thousands of pounds worth of equipment.<sup>19</sup>

This intervention directly supports the "Perth and Kinross Offer," which aims to help citizens "live life well, free from poverty and inequalities".<sup>10</sup> By reducing the need for private ownership of expensive goods, the library helps stretch household budgets. Furthermore, toy libraries allow parents to "test" toys before purchasing them, preventing wasted expenditure on items that a child may not engage with—a practical benefit that resonates with all income levels.<sup>21</sup>

### Environmental Sustainability and the Circular Economy

The traditional model of toy consumption is profoundly linear and wasteful. Toys are often used for a short period before being discarded, leading to significant landfill contributions. Research from beach-based toy share libraries in North Devon indicates that communal lending models can significantly reduce the purchase and disposal of plastic items.<sup>22</sup>

Perth and Kinross is already a leader in the Scottish library circular economy. The region hosts one of the nine national "Lend and Mend" hubs, funded by the John Lewis Circular Future Fund and managed by the Scottish Library and Information Council (SLIC).<sup>23</sup> These hubs provide free access to equipment like sewing machines and overlockers, encouraging residents to repair and upcycle rather than throw away.<sup>24</sup> Integrating a toy library into this existing infrastructure is a logical extension. It leverages the "repair and reuse" mindset of the hub and utilizes existing space and staff expertise in circular resource management.<sup>27</sup>

#### Circular Economy Feature Library Application Impact

Resource Sharing	Toy Lending	Reduces individual consumption
Repair Infrastructure	Lend and Mend Hub	Extends the life of toys/costumes
Material Recovery	Donation Schemes	Diverts usable toys from landfill
Educational Hub	Workshops on Repair	Builds community skills

Data Sources: <sup>24</sup>

## Strategic Alignment with National and Local Policy

### The UN Convention on the Rights of the Child (UNCRC)

The case for toy libraries is not merely one of community preference; it is supported by a robust legal and policy framework. The Scottish Government's commitment to the UNCRC is a primary driver. Article 31 explicitly recognizes the right of the child to rest, leisure, and play.<sup>9</sup> In Scotland, this has been translated into the National Play Strategy, which mandates that children must have access to high-quality play opportunities regardless of their background.<sup>15</sup>

Perth and Kinross Council's Corporate Plan and Community Plan both list "Tackling Poverty" as a core priority.<sup>9</sup> The toy library initiative contributes to these goals by ensuring that the "right to play" is not a luxury afforded only to the affluent. It aligns with the "GIRFEC" (Getting It Right For Every Child) approach, providing the right help at the right time in the right place.<sup>9</sup>

### The Library Strategy 2021-2025: "Forward"

The Scottish Library and Information Council's national strategy, "Forward," sets out a vision for libraries as essential components of Scotland's social fabric.<sup>31</sup> One of the key pillars of this strategy is the "Vibrant Libraries, Thriving Schools" framework, which emphasizes the library's role in supporting literacy and learning across all life stages.<sup>32</sup> Toy libraries are a natural extension of this, focusing on "pre-literacy" skills. By engaging children with books and toys together, libraries foster a love of learning that pays dividends throughout their educational careers.<sup>14</sup>

Regional Priorities: Tayside Plan and Health Integration

The Tayside Plan for Children, Young People, and Families identifies "Best Start in Life" as a regional priority.<sup>16</sup> This involves cross-agency collaboration to improve health and wellbeing outcomes. Toy libraries facilitate this by providing a venue for specialized support, such as sensory sessions for children with Additional Support Needs (ASN). Projects like "Sensory Magic" in East Renfrewshire have shown that providing inclusive toys and sensory equipment can significantly boost library visitor numbers and improve staff awareness of neurodiversity.<sup>23</sup>

Operational Framework and Implementation  
The Digital Backbone: SETLS and Inventory Management

A modern toy library cannot operate effectively using traditional book-lending systems. The complexity of tracking multiple pieces within a single toy (e.g., a 50-piece Lego set or a puzzle) requires specialized software. SETLS (Software for Electronic Toy Library Systems) is an industry-standard platform used internationally, including in the UK, to manage these complexities.<sup>35</sup>

SETLS offers cloud-based management that can handle:

- Inventory tracking of multi-part items.
- Cleaning and maintenance schedules.
- Safety check logging (e.g., battery checks, wear and tear).
- Volunteer roster management.
- Automated communication with members regarding overdue items or upcoming stay-and-play sessions.<sup>35</sup>

Integrating SETLS into the Culture Perth and Kinross digital infrastructure would allow for a seamless "click and collect" service across the rural library network. A family in Comrie could browse the entire regional toy inventory online and have their chosen item delivered to their local hub via the existing internal logistics or mobile library routes.<sup>1</sup>

Staffing and the Role of Professional Librarians

A critical concern raised by the Third Sector Interface (TSI) and local community groups is the potential for "volunteer-led" services to replace paid jobs.<sup>13</sup> For a toy library to be sustainable and safe, it must be professionally managed. Professional library staff provide the necessary expertise in safety standards, data management, and child safeguarding.<sup>13</sup>

The ideal model for Perth and Kinross is a "Professional-Volunteer Hybrid." Paid staff manage the high-level logistics, safety protocols, and integration with other Council services, while volunteers—often parents or retirees—assist with stay-and-play sessions, toy cleaning, and community outreach.<sup>14</sup> This ensures that the library remains a robust public service while providing meaningful volunteering opportunities that can lead to employment, as seen in the Walthamstow case where 50% of staff began as volunteers.<sup>19</sup>

Safety, Risk, and Health Standards

The lending of toys carries inherent risks that must be managed through a "Risk-Benefit" framework, as promoted by Play Scotland and the Health and Safety Executive (HSE).<sup>29</sup> The goal is not to eliminate risk but to control it while maximizing the benefits of play.

Safety Category Protocol		Requirement
Procurement	Standard Verification	Only "Lion Mark" or CE/UKCA toys <sup>39</sup>
Maintenance	Regular Inspection	Visual check at every return/loan <sup>38</sup>
Hygiene	Cleaning Cycle	Sanitize toys before re-shelving <sup>20</sup>
Documentation	Safety Log	Records of repairs and inspections <sup>38</sup>

Choking Hazards Age Labeling

Warning labels for toys with small parts <sup>39</sup>

A key operational requirement is the maintenance of battery-powered toys. The library should ideally use rechargeable batteries and ensure that battery compartments are securely fastened with screws to prevent accidental ingestion by children.<sup>21</sup>

## Funding and Sustainability Strategy

### The Public Library Improvement Fund (PLIF)

The initial capital for established toy libraries in Scotland often comes from the Public Library Improvement Fund (PLIF), managed by SLIC. In 2024, PLIF awarded £5,500 to Orkney Library & Archive specifically for enhancing their inclusive resources, including large-font games and sensory tools.<sup>41</sup> Angus Libraries similarly secured PLIF funding to launch sensory bags for children with additional support needs across their entire network.<sup>42</sup> A collaborative bid from Culture Perth and Kinross could target PLIF for the procurement of an initial "core" collection of high-value toys and the licensing of SETLS software.<sup>32</sup>

### Leveraging Corporate and Circular Economy Grants

The "Lend and Mend" pilot model demonstrates the potential for corporate funding in the library sector. The John Lewis Partnership £1 Million Circular Future Fund provided the infrastructure for hubs in nine libraries, including Perth.<sup>24</sup> There is a significant opportunity to approach other corporate partners interested in "Circular Economy" or "Early Years" initiatives. For example, toy manufacturers or retailers might donate inventory or provide grants for "Play Hub" upgrades as part of their corporate social responsibility (CSR) mandates.

### Community Wealth Building and Volunteer-Led Fundraising

Local fundraising and community donations play a vital role in the sustainability of toy libraries. In many successful UK models, the community contributes not just through membership fees but by donating high-quality toys their children have outgrown.<sup>19</sup> This "circular" flow of goods within the community reduces the library's procurement costs while fostering a sense of shared ownership. However, it is essential that the library maintains strict quality controls on donations, only accepting items that are in excellent condition and meet safety standards.<sup>20</sup>

## Case Study Comparisons: Learning from Success

### The Walthamstow Model: A Lifeline in the Urban Core

The Walthamstow Toy Library in London serves as a gold standard for urban toy lending. Supporting 2,000 active members across two sites, it balances toy loaning with intensive family support.<sup>19</sup> Its success is built on inclusivity; it actively reaches out to low-income families, Ukrainian refugees, and asylum seekers.<sup>19</sup> The library doesn't just lend toys; it provides "meaningful work" and training, successfully transitioning volunteers into the childcare workforce.<sup>19</sup> This model demonstrates that a toy library can be a powerful tool for social integration and employability.

### The South Ayrshire and Orkney Experience: Inclusion and Innovation

In South Ayrshire, the Girvan Library Lend and Mend project successfully integrated a permanent community hub during a major library relocation.<sup>23</sup> By focusing on upcycling and social connection through free classes, the project boosted visitor numbers and tackled isolation.<sup>23</sup> Similarly, in Orkney, the library has expanded beyond books to include sensory rooms, Lego challenges, and even a "welly swap".<sup>41</sup> These examples show that the "traditional" library can successfully incorporate diverse lending inventories without losing its core identity. In fact, these additions are what make the library "essential" in the eyes of the modern public.<sup>27</sup>

### The Devon Beach Toy Share: Environmental Impact

The Devon Beach Toy Share Library provides a specialized example of how toy lending can address specific local environmental challenges.<sup>22</sup> By placing a wooden "library cupboard" on the route to the beach, the project reduced plastic pollution and encouraged families to take a deeper interest in the local ecology.<sup>22</sup> For Perth and Kinross, this model could be adapted for outdoor play equipment (e.g., gardening tools, nature exploration kits) in libraries located near the region's many parks and rivers.<sup>3</sup>

# Justifying the Library Estate: The Case to the Council Moving from "Cost Center" to "Delivery Partner"

The most significant hurdle for Culture Perth and Kinross is the perception of libraries as discretionary "nice-to-haves" in a time of fiscal crisis. To justify keeping libraries open, the service must demonstrate that it is an essential delivery partner for the Council's statutory goals.<sup>1</sup>

By adding toy libraries, the service directly contributes to:

**Child Poverty Reduction:** By providing material goods (toys) and lowering the cost of living for 36% of households.<sup>9</sup>

**Early Years Attainment:** By addressing the developmental concerns of the 17.4% of children with identified needs.<sup>16</sup>

**Net Zero Targets:** By fostering a circular economy where goods are reused and repaired rather than purchased and discarded.<sup>24</sup>

**Public Health:** By mitigating social isolation and providing a "warm, safe space" for vulnerable residents during winter.<sup>1</sup>

## The False Economy of Closure

The argument presented in the Scottish Parliament—that closing libraries is a "false economy"—is supported by evidence of the long-term costs of social isolation and low educational attainment.<sup>1</sup> If a library closure leads to a single family failing to access early years support or a single elderly resident suffering from chronic isolation, the subsequent costs to the health and social care budget will far exceed the modest savings from the library's operational budget.<sup>1</sup>

The £1 million budget reprieve offered by the SNP administration is a recognition of this reality.<sup>4</sup> However, this funding is contingent on the development of "sustainable" models.<sup>4</sup> The toy library "hub" model is that sustainable path. It creates a service that is so deeply integrated with the community's daily needs that its closure becomes politically and socially unthinkable.

## Conclusion: The Play Strategy as a Blueprint for Resilience

The integration of toy libraries into the Perth and Kinross cultural estate represents more than just a new collection; it is a strategic reimagining of the library's role in the 21st century. It addresses the region's unique challenges—its dispersed rural poverty, its aging population's need for community nodes, and its ambitious environmental goals—through a single, cohesive intervention.

For Civic Prism, this represents a classic "Actionable Guidance" opportunity.<sup>7</sup> The research confirms that the mechanisms for success are already in place: the "Lend and Mend" infrastructure exists, the SETLS software is available, and the community has already demonstrated its passionate support for keeping its local libraries.<sup>1</sup> By adopting a "Play Opportunity" strategy, Culture Perth and Kinross can transition from a state of vulnerability to one of indispensable resilience.

The future of the library in Perth and Kinross is not as a quiet repository for the past, but as a vibrant, noisy, and active hub for the future. By putting toys into the hands of children and bringing families back into the heart of their communities, the library service can prove its value not just through the books it lends, but through the social fabric it mends and the community wealth it builds. The Council's investment in this model would be a powerful statement that in Perth and Kinross, the right to play, the right to learn, and the right to a resilient community are non-negotiable.

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