This paper will provide an insight into the University of Manchester Library's strategic approach to Mobile delivery and how some of the challenges of delivering library services in a mobile environment have been tackled and how the Library is ensuring its future mobile developments are led by customer requirements.

Last year the Library was responsible for project managing the delivery of the iManchester app for the whole University, which includes a number of library applications such as Library Search, Library room bookings, cluster availability etc. we have also worked in partnership with colleagues across the University, including MIMAS, to use augmented reality to support the mobile access to special collections content, for both teaching and learning and for our local communities. We also have made our Special Collections website mobile optimised.

In our new Library strategy we have a project which will be mapping how our customers navigate within the Digital library and what their future needs will be, and we will then be using this to inform our mobile strategy. We will also be developing a strategy for mobile delivery at The John Rylands Library which will be directed to both public and school audiences and will explore opportunities of working with partners across the university in development and implementation.

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