

**REPORT OF THE SERVICE DIRECTOR, YOUTH, FAMILIES AND CULTURE**

**A STRATEGY FOR NOTTINGHAMSHIRE'S LIBRARIES - 6 MONTHLY  
PROGRESS REPORT: JULY – DECEMBER 2013**

**Purpose of the Report**

1. To update Members on implementation of the strategy for Nottinghamshire's Libraries between July and Dec 2013.

**Information and Advice**

2. The 'Strategy for Nottinghamshire's Libraries' was approved by County Council on 15 December 2011.
3. Since its approval the strategy has under-pinned the service business plans for 2012/2013/2014. A number of specific actions have been completed or have made progress during the second six months of the strategy.
4. The strategy outlined 10 key pledges and a 10 point action plan for the future.
5. The following table summarises progress between July and December 2013 in relation to the **10 key pledges** made within the strategy.

<b>Pledge No.</b>	<b>Pledge Summary</b>	<b>Achievement and Progress</b>
1.	We will invest to put libraries at the heart of their communities by maximising the use of library services and our buildings as a key face to face service of the County Council.	<p>Nottinghamshire Futures adult careers services have co located at Worksop Library.</p> <p>NCC Work clubs have been established in 8 libraries</p> <p>NCC Children's Centres continue provision at Cotgrave, Ladybrook, Mansfield Woodhouse, Misterton, Ruddington, West Bridgford and Warsop Libraries.</p> <p>NCC Registrar services have an office in the newly refurbished Stapleford Library.</p> <p>Information pods at Worksop, Mansfield and West Bridgford have been established and are in constant demand</p>

Pledge No.	Pledge Summary	Achievement and Progress
2.	We will provide services where people live, through an extensive network of libraries and specialist mobile libraries.	All 60 libraries and 3 mobile libraries are fully operational - non-planned closure was 0.1% (static & mobile combined) or 0.02% (static libraries only) of total opening hours in the report period.
3.	<p>We will respond directly to local needs in developing libraries and ensure our libraries meet community need. We will ensure that:</p> <ul style="list-style-type: none"> <li>- libraries are open at convenient times</li> <li>- a wide range of library books and information sources are available across the network</li> <li>- we consult with customers and communities in making changes to service provision.</li> </ul>	<p>Sunday opening is provided at the four strategic libraries. A marketing campaign has been undertaken to highlight the Sunday offer.</p> <p>Total expenditure on new book stock for 2013/14 is estimated to be £1m resulting in over 134,000 new items being added to stock - this includes stock purchased for Mansfield Central Library, West Bridgford Library and the refurbished Stapleford Library which re-opened in November 2013.</p> <p>The Mansfield Woodhouse 'heritage link' was launched in November following a grant award by the Heritage Lottery Fund. The partnership between the Old Woodhouse society and the Library and Archives service aims to secure access to the local heritage resources and support a range of initiatives with young people.</p>
4.	We will increase community involvement in the shaping and delivery of libraries provision.	<p>A feedback poster detailing library performance and response to comments and surveys has been displayed in each library.</p> <p>A mystery customer exercise has been undertaken. Nine libraries visited by young people in partnership with Youth Services. Very positive feedback particularly relating to staff friendliness and helpfulness.</p> <p>Suggestions for improvements being actively considered, including improvements to joining procedures and provision of information about Nottinghamshire Members of Youth Parliament.</p> <p>A survey of child library users is scheduled for Autumn 2014 and will be utilising SurveyMonkey for the first time.</p>

Pledge No.	Pledge Summary	Achievement and Progress
		The impact project, which was the subject of a report to Culture Committee in December 2013, included extensive survey and focus group work with library users.
5.	We will keep local communities and customers at the centre of all we do.	<p>Libraries continue to play a significant role in the life of communities by, for example:</p> <ul style="list-style-type: none"> <li>- further development of meeting places for community groups</li> <li>- providing opportunities for communities to commemorate and celebrate</li> <li>- responding to comments and complaints and tracking trends to adjust policies and practices.</li> </ul>
6.	We will be dynamic, innovative and share best practice.	<p>Nottinghamshire Libraries continue to play an active part in regional and national networks.</p> <p>Nottinghamshire Libraries is working on an innovative partnership with Near Now (Broadway) and the Arts Service on a project entitled <u>Libraries for the Future</u>. This is an Arts Council England funded project. Based at Mansfield Library, it will research and develop creative digital interventions with library services.</p>
7.	We will provide excellent customer service every time, and maintain our high satisfaction levels.	<p>Review of Customer Service Strategy included :</p> <ul style="list-style-type: none"> <li>- updated Customer Service Standards</li> <li>- successful piloting of Customer Journey mapping exercise in 4 libraries</li> <li>- implementation of recommendations from the Customer Service Excellence report including Customer Journey Mapping (above), improvements to display of fees and charges information in libraries and minor adjustments to signage at Mansfield Central Library</li> </ul>
8.	We will ensure that libraries contribute to positive social, economic and educational outcomes for individuals, communities, local business and culture in Nottinghamshire.	Within the business plan there are specific tasks related to improving and identifying outcomes. A report was presented to Culture Committee in December 2013.

Pledge No.	Pledge Summary	Achievement and Progress
		<p>Following the hosting of 7 apprentices during 2012/13, the service is again offering a number of opportunities for 2013/14.</p> <p>Venue hire promotional literature has been developed aimed at encouraging greater use of libraries for business development and training.</p> <p>Libraries have hosted or run a significant number of learning opportunities for adults and families to engage them in learning and improve their skills. There have been 677 courses that attracted 1,885 adults and 2,051 children.</p>
9.	We will continue to develop new audiences for our libraries by exploiting the use of customer insight data and by adopting a targeted approach to our cultural programmes.	<p>The second coordinated and planned programme for Worksop, Mansfield Central, and West Bridgford Libraries has been published.</p> <p>Autumn 'Jazz Steps Live in the libraries' programme delivered with Nottingham Youth Jazz Orchestra.</p> <p>A programme of commemorative activity for the 100<sup>th</sup> anniversary of the outbreak of World War 1 has been planned.</p>
10.	We will continue to explore new operating models to provide the best possible libraries service for Nottinghamshire.	<p>The development of a new consortium to procure a new library management system (LMS) was the subject of a report to Culture Committee in December 2013.</p> <p>The outline business case approved by Full Council on 27 February 2014 supports the development of an arm's length operating model for public libraries.</p> <p>A Cultural Services transformation board has been established to progress work to deliver the agreed business case.</p>

6. The following table summarises progress in relation to the **10 point action plan**.

Action Number	Action	Achievement and Progress July – December 2013
1.	Investing in, developing and remodelling Nottinghamshire libraries.	<p>Stapleford Library reopened in November following a major refurbishment to update the fabric and library offer. Public response has been very positive with increased level of use and new memberships.</p> <p>Newark Library closed for essential maintenance including the replacement of lighting.</p>
2.	Locating library services in the best location for local communities and library users	Work continues to co-locate Annesley Woodhouse, Balmoral, Inham Nook and Tuxford Libraries.
3.	Providing resources and access to services in partnership with local communities and customers.	<p>Wi-Fi provision has been extended to all level 1 libraries. In addition a solution to provide Wi-Fi access in all libraries has been established with NCC IT services. This will be rolled out and fully operational by the end of 2014.</p> <p>There were 158,315 hours of newlinc use and 37,204 Wi-Fi sign ons</p>
4.	Continuing to develop the 'core' libraries offer to provide inspiration to read, create knowledge through access to information, learning and the Nottinghamshire story, enhance community life and stimulate cultural activity.	<p>All libraries maintain an ongoing programme of displays, exhibitions, promotions and events to inspire customers and local communities.</p> <p>From large events attracting 300 families, the 170 supported book groups, the 100% of new babies reached through Bookstart and the projected 500,000 information requests, libraries are fulfilling their core purpose.</p>
5.	Maximising the use of new technology such as e books and self service.	<p>The take up of the e book service has seen an increase since the charge was removed in April 2013.</p> <p>A new audio books service has been launched called 'oneclickdigital'</p>
6.	The further development of planned cultural, heritage and learning programmes.	The second coordinated and planned programme for Worksop, Mansfield Central, and West Bridgford Libraries has been published.

Action Number	Action	Achievement and Progress July – December 2013
		<p>From performance poetry to jazz, gaming workshops to family theatre and author events for children and adults, all ensure that libraries continue to develop new audiences and inspire readers of all ages.</p> <p>Autumn ‘Jazz Steps Live in the libraries’ programme delivered successfully with Jazz Steps</p> <p>A programme of local heritage talks in Nottinghamshire Archives and libraries, provide opportunities for people to learn about their local area and make the best use of local collections and resources.</p> <p>A programme of commemorative activity for the 100<sup>th</sup> anniversary of the outbreak of World War 1 has been planned.</p>
7.	Maintaining and further developing work with children and young people.	<p>Summer reading challenge 2013 – ‘Creepy House’ was completed with an increase of 15% in the take up of the scheme.</p> <p>A partnership project with the young people cultural agency The Mighty Creatives, Ignite and Regional Society of Chief Librarians will explore libraries’ role in digital media.</p>
8.	Supporting staff development and empowerment.	<p>Library staff continue to provide a welcoming and customer friendly service.</p> <p>Briefing sessions with all staff have been undertaken specifically to focus future staffing structures and new operating models.</p> <p>A development programme for frontline library managers has been delivered to enable managers to develop their leadership skills.</p>
9.	Developing ‘community library partnerships’ (CPLs)	<p>Overall volunteering in libraries has been maintained and is seeing a gradual increase.</p> <p>Initial approaches to develop CPLs have been logged following the publishing of the outline business case in November. Detailed</p>

Action Number	Action	Achievement and Progress July – December 2013
		performance data, costs and customer profiles have been developed to inform future CPL developments
10.	Developing mobile and community based library services to those who cannot visit static library sites.	The 'At Home Library Service' provided in partnership with the Royal Voluntary Service (RVS) continues to develop with 312 regular customers

7. In summary the library service continues to deliver its core service to a high standard and is developing the service in line with the agreed strategy.

### **Other Options Considered**

8. As this is a report for noting, it is not necessary to consider other options.

### **Reason/s for Recommendation/s**

9. The report is for noting only.

### **Statutory and Policy Implications**

10. This report has been compiled after consideration of implications in respect of finance, public sector equality duty, human resources, crime and disorder, human rights, the safeguarding of children, sustainability and the environment and those using the service and where such implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

### **Implications for Service Users**

11. The detailed work undertaken in relation to the delivery of the strategy aims to improve the accessibility and quality of library and information services for our customers.

### **RECOMMENDATION/S**

- 1) That the implementation of the strategy for Nottinghamshire libraries between July and December 2013 be noted.

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**For any enquiries about this report please contact:**

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### **Constitutional Comments**

12. As this report is for noting only, no constitutional comments are required.

### **Financial Comments (KLA 04/03/14)**

13. There are no financial implications arising as a direct result of this report.

### **Background Papers and Published Documents**

A Strategy for Nottinghamshire's Libraries – report to County Council on 15 December 2012  
A Strategy for Nottinghamshire's Libraries - six monthly progress report January – June 2013 – report to Culture Committee on 8 October 2013

Except for previously published documents, which will be available elsewhere, the documents listed here will be available for inspection in accordance with Section 100D of the Local Government Act 1972.

### **Electoral Division(s) and Member(s) Affected**

All.

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