

REPORT OF THE SERVICE DIRECTOR, YOUTH, FAMILIES AND CULTURE

**A STRATEGY FOR NOTTINGHAMSHIRE'S LIBRARIES - 6 MONTHLY
PROGRESS REPORT: JULY - DECEMBER 2012**

Purpose of the Report

1. To update Members on implementation of the strategy for Nottinghamshire's Libraries between July and December 2012.

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 plan for 2012/2013. A number of specific actions have been completed or have made progress during the first 6 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 2012 in relation to the 10 key pledges made within the strategy.

Pledge No.	Pledge Summary	Achievement and Progress
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>NCC Customer Service point at Worksop has been located to Worksop Library.</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 continue at Beeston, Southwell, Sutton in Ashfield and Stapleford Libraries. An office will open in the new West Bridgford Library.</p>
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 0.02 % of total opening hours.

Pledge No.	Pledge Summary	Achievement and Progress
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"> - libraries are open at convenient times - a wide range of library books and information sources are available across the network - we consult with customers and communities in making changes to service provision. 	<p>Sunday opening will be available at 4 strategic libraries: Mansfield Central, Southwell, Worksop and West Bridgford.</p> <p>Total expenditure on new book stock for 2012/13 is estimated to be £1m resulting in 135,000 new items being added to stock - this includes stock purchased for West Bridgford.</p>
4.	<p>We will increase community involvement in the shaping and delivery of libraries provision.</p>	<p>A renewed system of responding to customer comments and complaints has been established.</p> <p>A new online form allowing customers to make book stock suggestions has been launched through the online catalogue.</p>
5.	<p>We will keep local communities and customers at the centre of all we do.</p>	<p>Libraries continue to play a significant role in the life of communities by, for example:</p> <ul style="list-style-type: none"> • Ravenshead Library providing the local British Legion facilities for its annual act of remembrance • the creation of enhanced adoption and fostering collections in Arnold, Beeston, Mansfield Central, Newark and Worksop Libraries in partnership with NCC Adoption and Fostering service.
6.	<p>We will be dynamic, innovative and share best practice.</p>	<p>Nottinghamshire Libraries play an active part in regional and national networks.</p> <p>In partnership with The Reading Agency (TRA) and the Publishers Association (PA), Nottinghamshire was one of 5 national pathfinders in a 'Digital Marketing Skills Project' funded by the Arts Council England (ACE). A report will be presented to Culture Committee in June 2013.</p>

Pledge No.	Pledge Summary	Achievement and Progress
7.	We will provide excellent customer service every time, and maintain our high satisfaction levels.	<p>Within the business plan for 2012/13 there is a focus on customer service to re-visit standards and practice across the service.</p> <p>A mystery customer exercise is scheduled and a submission to gain the 'Customer Excellence Award' (CSE) has been made.</p>
8.	We will ensure that libraries contribute to positive social, economic and educational outcomes for individuals, communities, local business and culture in Nottinghamshire.	<p>Within the business plan for 2012/13 there are specific tasks related to improving outcomes. A specific project involves a small focus group and individual feedback to identify the value and benefit of library services and initiatives. A report will be presented to Culture Committee following the completion of this work.</p> <p>Currently 6 Workclubs provided in partnership with NCC economic regeneration have been operating during 2012. Plans are currently underway to increase the number and coverage of the clubs to 10.</p> <p>The number of apprentices hosted by the service increased from 2 in 2011 to 7 in 2012.</p> <p>Several 'community payback' activities are also taking place in libraries.</p> <p>The use of digital screen to both promote services and local business has been increased.</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>A planned programme for Worksop, Mansfield Central, Southwell and West Bridgford Libraries are now established.</p> <p>New audiences are being developed as the service positions itself to provide a regular cultural and learning programme.</p>
10.	We will continue to explore new operating models to provide the best possible libraries service for Nottinghamshire.	ACE is still to publish its report as a result of its 'Envisioning the library of the future' process.

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

Action Number	Action	Achievement and Progress June - Dec 2012
1.	Investing in, developing and remodelling Nottinghamshire libraries.	<p>Planning work to provide a new West Bridgford Library and a significantly refurbished Stapleford and East Leake library has been undertaken.</p> <p>A 'make over' of Calverton Library was completed.</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>In addition to ensuring the range and quality of book stock is maintained, the introduction of a new E Magazines service has proved very popular. This adds a wide range of titles provided to any Nottinghamshire County Library card holder.</p> <p>Plans to extend the provision of free Wifi to Kirkby, Hucknall and Bingham Libraries.</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 500,000 information requests dealt with in 2011/12, libraries are fulfilling their core purpose.</p>
5.	Maximising the use of new technology such as e books and self service.	<p>Self-service libraries are maintaining transaction rates well over 80%. Technical work to enable the interoperability of RFID tags used by City Libraries has been scheduled and, when implemented, will allow a higher rate of self-service transactions.</p> <p>The use of public access computers has increased by 14% with over 305,000 sessions (152,337 hours) in the last 6 months of 2012.</p>

Action Number	Action	Achievement and Progress June - Dec 2012
		Discussions are underway with IT services to expand the coverage of Wi-Fi beyond the 12 level 1 libraries to all libraries.
6.	The further development of planned cultural, heritage and learning programmes.	A planned programme for strategic libraries is now established, included West Bridgford.
7.	Maintaining and further developing work with children and young people.	<p>Summer reading challenge 2012 was a success with nearly 9,000 children joining the scheme. Bookstart, the book gifting programme for babies and toddlers, continues to operate at a high level. Regular Storytimes and Rattle, Rhyme and Roll sessions are available in all larger libraries.</p> <p>The Letterbox Club for Looked After Children was delivered between May - Oct to 74 Nottinghamshire children.</p> <p>A series of themed events, based on the popular children's author Roald Dahl, were held in 6 libraries during October half term holidays. The free events for children aged 4 - 11 years encouraged book borrowing and reading during the school holiday.</p> <p>The ongoing programme of providing opportunities for children to meet authors continued e.g. Robert Crowther creator of numerous pop-up book titles ran pop-up making workshops at two libraries; talking about his own books and demonstrating the techniques he uses to create pop-ups before encouraging families to have a go making their own pop-up creations.</p> <p>The TRA/PA digital skills project worked with young people in West Bridgford.</p>
8.	Supporting staff development and empowerment.	<p>Library staff continue to provide a welcoming and customer friendly service.</p> <p>Briefing and development sessions with staff have been undertaken specifically to communicate the strategy and the business plan.</p>

Action Number	Action	Achievement and Progress June - Dec 2012
		<p>A staff development and training plan has also been included in the business plan for the first time.</p> <p>A development programme for frontline library managers has been developed to enable managers to develop their leadership skills. Initial feedback has been positive.</p>
9.	Developing 'community library partnerships' (CPLs)	Since the report on small library provision presented to Culture portfolio in March 2012, the number of regular volunteers has continued to increase with 55 active across libraries.
10.	Developing mobile and community based library services to those who cannot visit static library sites.	Following the implementation of the new mobile library service in April 2011, the service has bedded down into its new operating model. A marketing campaign is scheduled to take place in spring 2013.

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.

Statutory and Policy Implications

9. This report has been compiled after consideration of implications in respect of finance, equal opportunities, 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

10. The detailed work undertaken in relation to the delivery of the strategy aims to improve the accessibility and quality of library and information services. Customer satisfaction levels remain high. Annual customer survey work was undertaken towards the end of 2012 and results will be report to Culture Committee and made available on the Council's web site.

RECOMMENDATION/S

- 1) That the report be noted.

Derek Higton
Service Director, Youth, Families and Culture

For any enquiries about this report please contact:

Peter Gaw
Group Manager, Libraries, Archives and Information
T: 0115 977 4201
E: peter.gaw@nottsc.gov.uk

Constitutional Comments

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

Financial Comments (KLA 04/03/13)

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

Background Papers

A Strategy for Nottinghamshire's Libraries – report to County Council on 15 December 2012

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.

C0201