

REPORT OF THE SERVICE DIRECTOR, YOUTH, FAMILIES AND CULTURE

A STRATEGY FOR NOTTINGHAMSHIRE'S LIBRARIES - SIX MONTHLY PROGRESS REPORT JANUARY – JUNE 2013

Purpose of the Report

1. To update Members on implementation of the strategy for Nottinghamshire's Libraries between January and June 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 January and June 2013 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>Nottinghamshire Futures adult careers services have co located at Worksop Library.</p> <p>NCC Workclubs have been established in 8 libraries at Arnold, Hucknall, Kirkby in Ashfield, Mansfield, Newark, Retford, West Bridgford and Worksop</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 new West Bridgford Library.</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 0.35% of total opening hours.
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 has been expanded to 4 strategic libraries following the opening of the new West Bridgford Library.</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 scheduled to open in November 2013.</p>
4.	We will increase community involvement in the shaping and delivery of libraries provision.	<p>A feedback poster on library performance and response to comments and surveys will be displayed in each library.</p> <p>A mystery customer exercise has been undertaken.</p> <p>A survey of child library users is scheduled for autumn 2013.</p>
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"> - At a library 'Crafty Natter' event, a new lady attended who staff encouraged to come as she had taken a book prescription book and was saying she had recently lost her husband and needed to make friends. All of the group tried to include her and talk to her but at first to no avail but persistence paid off and when discussing cookery books themed to TV programmes the lady joined in and a late comer to the group recognised her as someone she had gone to school with. We finished up with a much happier customer who thanked us for telling her about the group and said that she had arranged to go out for lunch the following week with 2 of the ladies from the Crafty Natter group after

Pledge No.	Pledge Summary	Achievement and Progress
		<p>swapping phone numbers.</p> <ul style="list-style-type: none"> - A mum thanked all staff at Newark for the Rattle, Rhyme and Roll sessions on a Monday morning as she had been attending with her little boy since he was a baby and that today would be her last session as he was starting nursery. She said the staff had been so welcoming and that she had made friends with many of the other Mums who attended. - Hucknall library regularly hosts events as part of the town's annual Byron festival and also hosted an event with the Eric Coates society & others celebrating the discovery of new Eric Coates music
6.	We will be dynamic, innovative and share best practice.	<p>Nottinghamshire Libraries continues to play an active part in regional and national networks.</p> <p>A partnership with the young people cultural agency, The Mighty Creatives, resulted in funded arts engagement sessions based in and around Mansfield Central Library.</p> <p>Use of social media in the promotion of the Southwell Library Poetry Festival was undertaken for the first time, exploiting Twitter, Facebook and You Tube.</p>
7.	We will provide excellent customer service every time, and maintain our high satisfaction levels.	<p>The nationally accredited Customer Excellence Award (CSE) was achieved by Libraries, Archives, Information and Learning following a 2 day inspection in March 2013.</p> <p>The award was presented to a representative group of staff at Full Council on 11 July 2013.</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 there are specific tasks related to improving and identifying outcomes. A report will be presented to Culture Committee in the autumn.</p> <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</p>

Pledge No.	Pledge Summary	Achievement and Progress
		developed aimed at encouraging greater use of libraries for business development and training.
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 first coordinated and planned programmes for Worksop, Mansfield Central, and West Bridgford Libraries have now been published.</p> <p>Summer fun day partnership with ambulance and fire services established.</p> <p>Autumn 'Jazz Steps Live in the libraries' programme agreed with Nottingham Youth Jazz Orchestra.</p>
10.	We will continue to explore new operating models to provide the best possible libraries service for Nottinghamshire.	Arts Council England (ACE) published its report as a result of its 'Envisioning the library of the future' process. This report encouraged local authorities to consider new operating models. A full report was made to Culture Committee on 2 July 2013 which referred to the further work that will be undertaken in this area for Nottinghamshire.

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

Action Number	Action	Achievement and Progress January – June 2013
1.	Investing in, developing and remodelling Nottinghamshire libraries.	<p>The new West Bridgford Library was opened in March 2013. Over 145,000 items have been loaned with over 98,000 visits made between opening and the end of June.</p> <p>East Leake Library reopened on 27 April 2013 and has seen visits increase by 42%, loans by 54% and 150 new members registered by the end of June.</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.	Wifi provision has been extended to all level 1 libraries. In addition a solution to provide Wifi access in all libraries has been established with NCC IT services. This will

Action Number	Action	Achievement and Progress January – June 2013
		be rolled out alongside the upgrade of all staff and public access computers.
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 use of public access computers has continued to increase in the first six months of 2013. This is partly due to changes in job seeker application and requirements. A further increase in demand due to the introduction of universal credit is likely.</p> <p>The take up of the e book service has seen an increase since the charge was removed in April.</p>
6.	The further development of planned cultural, heritage and learning programmes.	<p>A planned programme for strategic libraries is now established, included West Bridgford.</p> <p>A local history fair was held on Sunday 19 May at Mansfield Central Library with over 400 people attending. Feedback from customers and stall holders was positive. This fair also promoted the NCC supported work in gathering artefacts in relation to Nottinghamshire in the First World War.</p> <p>A range of events and exhibitions including a travelling '3D Butterflies' display created by families taking part in a learning activity in libraries across the County.</p>
7.	Maintaining and further developing work with children and young people.	A selection of children's theatre shows took place during February half term week which gave children an opportunity to enjoy live theatre. Six theatre companies delivered 12 performances of adaptations of well-known children's stories or books including The Selfish Crocodile and Tales from the

Action Number	Action	Achievement and Progress January – June 2013
		<p>Brothers Grimm at 8 libraries. Attendances were good with a total of 676 children and 380 adults attending performances. Feedback was very positive.</p> <p>An on-going programme of author visits promoting reading for pleasure continued with Deborah White talking to Year 8 pupils from Alderman White and Bramcote Park Comprehensive Schools on 22 January. Pupils were given an insight into how she researches and writes her books.</p> <p>Andrew Newbound visited Beeston Library on 8 February to talk to invited classes of Year 5 and 6 pupils from Round Hill Primary School. Andrew shared his love for words and writing by setting the classes a series of literacy challenges. He also shared an extract from one of his books and answered questions about being a writer.</p> <p>Alexander Gordon Smith spoke with young people at Worksop Library on 22 February. Andy Cope provided a session based on his popular Spy Dog series of books at Mansfield Library on 9 March to celebrate World Book Day. Kate Maryon talked to pupils from Sutton Road Primary at Mansfield Library on 12 June as part of her national tour.</p> <p>Several authors visited the newly re-opened West Bridgford Library. Robert Crowther ran a pop up workshop for children on 6 June. Brian Moses performed some of his poetry to Year 6 pupils from West Bridgford Junior School and Paula Rawthorne visited on 28 June to talk with pupils from The Becket School.</p> <p>Nottinghamshire libraries celebrated National Bookstart Week with a series of special themed events, aimed at children under 5 and their families across the County. The theme for National Bookstart Week was Fairytale: staff and children across the County dressed up as their favourite fairy</p>

Action Number	Action	Achievement and Progress January – June 2013
		tale characters and joined in with songs, rhymes and stories.
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 focus on service improvement and performance.</p> <p>A development programme for frontline library managers has been developed to enable managers to develop their leadership skills.</p>
9.	Developing 'community library partnerships' (CPLs)	Overall volunteering in libraries has been maintained and is seeing a gradual increase. The use of volunteers to supplement the core offer is being extended to level 1 libraries.
10.	Developing mobile and community based library services to those who cannot visit static library sites.	A marketing campaign was undertaken during the report period to promote the mobile library service and the 'At Home Library Service' provided in partnership with the Royal Voluntary Service (RVS).

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, 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

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 reported to Culture Committee and made available on the Council's web site.

RECOMMENDATION/S

- 1) That the update on the implementation of the Strategy for Nottinghamshire Libraries between January and June 2013 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@nottscc.gov.uk

Constitutional Comments

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

Financial Comments (KLA 13/09/13)

12. 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 2011
Envisioning the library of the future – report to Culture Committee on 2 July 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.

C0292