

LIBRARY SERVICES SERVICE PLAN 2008/9

SECTION ONE: ROLE AND PURPOSE OF LIBRARY SERVICES

Mission Statement

All kinds of reading for all kinds of people.

The provision of a public library service is a statutory duty under the Public Libraries and Museums Act 1964 to provide a service to everyone who lives, works or studies in Leicestershire.

Library Services for Education is a trading unit within the service, which supports libraries in schools.

SECTION TWO: SERVICE ENVIRONMENT/ISSUES FACING THE SERVICE

- Capital programme

Continuation of the programme and the associated workload

- Revised Performance Framework

Work towards level five of the Equality Standard for Local Government.
Achieve NI 9/Library Usage when baseline articulated
National benchmarking framework

- Reducing Income Generation

Find new initiatives to replace declining revenue streams

- LAA

Actively work with partners to deliver the LAA
Align library service delivery to priorities

- Digital Services

Downloadable audio and visual
Web 2
Content creation

- MLA Action Plan 2008/11

Develop services within this framework

- Sustainable Community Strategy

Align library service delivery

- Efficiency Agenda

Ensure service delivers on targets effectively and efficiently

- LCC Change Programme

Contribution to the Customer First Initiative

SECTION THREE: CURRENT MAJOR/MEDIUM TERM OBJECTIVES/PRIORITIES

- Local Area Agreement Priorities

NI 110 Young people's participation in positive activities
 NI 2 Percentage of people who feel that they belong to their neighbourhood
 NI 6 Percentage participation in regular volunteering
 NI 139 People over 65 who say they receive the information, assistance and support needed to exercise choice and control to live independently
 NI 50 Emotional health of children
 16 mandatory DCSF indicators
 Access to facilities and services is enhanced across the county.

- Adult Social Care themes/Priorities

Themes

Personalisation
 Outcomes
 Safeguarding

Joint Service Areas

Day Activities
 Volunteering
 Carers
 Advice and Information (including social prescribing and self help)
 Personal Development/empowerment
 Employment and benefits
 Loughborough model resource centre

- Children and Young People's Service priorities

Good to great schools initiative
 Improving readiness for school
 Actively involving children, young people, parents and carers.

- Leicestershire Library Services 5 year strategy

Develop a more interactive virtual presence for the library service
 Continue to develop a skilled and well trained workforce
 Develop value added aspects of the service
 Find out more about our customers and how they use the service
 Raise library profile in Local Area Agreements
 Ensure that stock management delivers efficiency and value for money
 Build sustainability of LLS by contributing to County Council initiative

SECTION FOUR: REPORT ON PERFORMANCE/ACHIEVEMENTS LAST YEAR

2008/09 KEY PERFORMANCE OBJECTIVES				
	Area	Performance Measure	Key Date	Officer Responsible
1	Visitor Numbers	5,400 per 1,000 population	03/09	NT
2.	Use of Public Libraries (NI9)	Awaiting baseline information	03/09	NT
3.	New buildings completed	Oadby, East Goscote	03/09	MB
4	Refurbished libraries	Groby, Barrow, Mkt Harborough	03/09	MB

<u>ACHIEVEMENTS AGAINST MAIN TARGETS</u>	
Priority	Achievements 2007/08
Achieve visitor numbers of 5,250 per 1,000 population	Achieved. 5,369 per 1,000 population
Achieve 22.5% of the population as active borrowers.	Achieved
Complete new builds at Braunstone Town, Mountsorrel, Oadby Libraries	Braunstone Town, Mountsorrel completed. Oadby scheduled for Autumn 08
Refurbish Ashby. Earl Shilton, Bottesford, Desford and Groby	Ashby, Earl Shilton , Bottesford and Desford achieved. Groby delayed.
Achieve 9 out of 10 Public Library Standards	Achieved

Leicestershire Library Services Links to Key County Council Plans

Library Objective	Local Area Agreement Outcome/indicators	Adult Social Care Plan Themes/Priority Outcomes	Children and Young Peoples Services Plan outcomes
1. To develop Leicestershire as a reading county providing opportunities for all people to access and share reading	Outcome 1: To improve life chances for vulnerable people and places Outcome 2: Stronger more cohesive communities Outcome 5 A prosperous innovative and dynamic community Outcome 6 A healthier Leicestershire	Improved Health and emotional wellbeing Improved quality of Life Leadership Day Activities Personal development/empowerment	Be Healthy Enjoy and achieve
2. To provide relevant, accurate and timely information for all people	Outcome 1: To improve life chances for vulnerable people and places Outcome 2: Stronger more cohesive communities Outcome 5 A prosperous innovative and dynamic community Outcome 6 A healthier Leicestershire	Increased choice and control Leadership Advice and Information Personal development/empowerment Employment and benefits	Enjoy and achieve Make a positive contribution
3. Establish libraries as venues for learning activity, engage with learners and work with learning partners across Leicestershire	Outcome 1: To improve life chances for vulnerable people and places Outcome 2: Stronger more cohesive communities Outcome 5 A prosperous innovative and dynamic community	Improved quality of life Making a positive contribution Increased choice and control Economic well being Leadership Advice and Information Personal development/empowerment Employment and benefits	Enjoy and achieve Achieve economic well being

Library Objective	Local Area Agreement Outcome	Adult Social Care Plan	Children and Young Peoples Services Plan
4. Ensure that Leicestershire Library staff have the skills and confidence to deliver a modern library service	Outcome 7: More effective and efficient service delivery		
5. LLS delivers services that are efficient, effective and value for money	Outcome 7: More effective and efficient service delivery		
6. LLS delivers services that are socially cohesive	Outcome 2: Stronger more cohesive communities	Improved Health and emotional well being Improved quality of life Making a positive contribution Increased choice and control Freedom from discrimination and harassment	Stay safe Enjoy and achieve Make a positive contribution

LAA Outcomes

Outcome 1: To improve life chances for vulnerable people and places

- Improved quality of life for people living in disadvantaged areas
- Children and young people achieve economic well being
- More older people able to live independent lives

Outcome 2: Stronger more cohesive communities

- Improved community cohesion through shared learning and recreation
- Well supported volunteering opportunities are provided within and by the community
- Older people are empowered to play an active part in the community

Outcome 5 A prosperous innovative and dynamic community

- Children and young people enjoy and achieve

Outcome 6 A healthier Leicestershire

- Improved physical health, well being and community cohesion through enhanced access to sport, recreation and cultural activities.

Outcome 7: More effective and efficient service delivery

- Access to facilities and services is enhanced across the County
- High Quality and accessible services and facilities in rural areas
- Public services are provided in the most efficient and effective way

Objective 1 Reading: to develop Leicestershire as a reading county providing opportunities for all people to access and share reading

Our Core Offer:

All libraries deliver Bookstart, Book Crawl and Children's Centres where relevant

Our Libraries deliver Wriggly Reader sessions for under fives taking place weekly in market town/shopping centre libraries and monthly in community libraries

The Summer Reading Challenge is implemented in all libraries and monitored and evaluated

Our Libraries support live literature performances

All people have access to an up-to-date quality book stock with all stock edited in libraries at least once per year

Our Libraries support reading groups for children and adults

Our Libraries Participate in national and regional promotions, and develop local reader development activity

Our Libraries deliver a Home Library Service.

<u>Development</u>		<u>Action</u>	<u>Target/ Deliverable</u>	<u>Lead</u>	<u>Timescale</u>		
					2008-9	2009-10	2010-11
1.	To use the National Year of Reading to create reader development activity for adults and children	Devise action plan for the Year, Establish steering group with partners Monitor and evaluate NYR activities	LB1 LB2a/i LB3 LB5a/b LB12a-c LB17a/b LB19b	GW	Q2 Q1 Feb 09		
2.	To manage the Leicestershire Children's Book Prize	Finalise format of Children's' Book Prize Launch book prize Monitor and evaluate effectiveness of the Prize	LB17b LB19a	GW	Q3		
3.	Develop personal book offer	Research and devise the personal book offer Develop the marketing plan for the offer Launch the offer	An offer is ready for implementation 2009	SK		✓	
4.	Increase reading choice of borrowers	Increase provision of reading surgeries in market town and shopping centre libraries Create staff capacity to give practical help to borrowers in the main library	LB1 LB2i LB3 LB5a/b LB14a/b LB17a/b LB19a	GW	Mar 09		

5.	Improved targeting of stock provision	Engagement exercise with readers Create a visible library stock offer to readers	Stock offer articulated in library and online	SK	Q2		
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Objective 2 Information: to provide relevant, accurate and timely information for all people

Our Core Offer:

Our Library Services contribute to the Infolinx local information database
 Our Library Website is up-to-date and interactive
 Our On-line subscriptions to information sources are promoted, maintained and developed
 Our libraries promote Leicestershire Villages and our staff contribute to its development
 Our libraries promote Connect, Care on-line and other appropriate partnership information sites
 We provide reference material in our libraries that is relevant and up-to-date
 Our libraries provide access to local studies and family heritage information
 Our service continues participation in and delivery of the national 24/7 Enquire service
 Our libraries and staff provide direction to other information sources and agencies
 We deliver a local government information services to officers and members of the County Council

<u>Development</u>		<u>Action</u>	<u>Target/ Deliverable</u>	<u>Lead</u>	<u>Timescale</u>		
					2008-9	2009-10	2010-11
1.	To review the provision of newspapers and periodicals, and devise a new offer for this range of stock	Working group to produce report and recommendations to be approved and implemented	Libraries provide relevant collections of newspapers/ periodicals	SK	Q1-3		
2.	To introduce and provide OS mapping services	Staff to be trained and service promoted	LB2a/h	SK	Q1		
3.	To review reference material across the county	Ensure removal of all out of date material Maximise resources between hardcopy and online	LB14a/b LB17a/b LB19b/f PLUSQ 12/14	GW	Q3		
4.	To develop Read and Discover, MLA People's Network services	Train and promote usage with staff	LB2g/h	GW	Q1-4	✓	
5.	Contribute to uptake of community information	Promote benefits of information uptake and other services for vulnerable people		GW	Q4		
6.	Improve Access to Health information	Implement social prescription model	APLUS Q12 APLUS Q13	GW	Q1-4	Q1-4	✓

Objective 3 Learning: Establish libraries as venues for learning activity, engage with learners and work with learning partners across Leicestershire

Our Core Offer:

Our service will contact every school in Leicestershire during the summer term to promote the Summer Reading Challenge

Our service will ensure that every school in Leicestershire is contacted during the year

Our libraries will offer help and support to young people and learners via a study support strategy.

Our libraries will offer family learning opportunities during holiday periods and family learning week

All library groups will participate in adult learners week

Targeted libraries will participate in Vital Link/ Basic Skills offer

All our libraries will offer free internet taster sessions

Targeted libraries will participate in the BBC RaW (reading and writing) initiative

All our libraries will support our 'Focus on' initiatives, and the programme of initiatives will continue to be developed

Our libraries will offer family history support

Library Services for Education will provide services which are accessible by all schools

We will develop and use Generic Learning Outcomes to measure the impact that libraries have on learners

<u>Development</u>		<u>Action</u>	Target/Deliverable	Lead	<u>Timescale</u>		
					2008-9	2009-10	2010-11
1.	Develop an improved library learning offer	Continue links with Leicestershire Adult Learning Service Participate in Family Learning week/Adult learners week	Clearly articulated Library learning offer Nos taking part in Learning activity	GW	Q4 Q1/Q3		
2.	Increase the amount of library venues which are access/learning centres	Identify venues Promote venues and facilities	Nos taking part in Learning activity	MB	Q2		
3.	Establish and promote the UK Online offer	Promote the offer with local staff Measure the take up of UK online offer	LB2g/h LB13b	GW	Q3	√	
4.	Increase uptake of library learning offer with targeted groups	Identify targeted groups Promote the learning offer Measure uptake of the offer	Nos taking part in Learning activity	GW	Q2-4		
5.	Develop a class visit strategy for use by local libraries	Draft strategy devised Consultation on strategy Promotion with local staff Work with CYPS in targeting priority schools	LB19a/b/c/f Draft strategy devised	GW	Q3		
6	Incorporate multi-cultural RE resource centre into LSE	Promotion and development of collection	Implementation completed	GW	Q1 Q1-4		

Objective 4 Staff Development: Ensure that Leicestershire Library staff have the skills and confidence to deliver a modern library service

Our Core Offer: Our staff have access to:

- a development training programme
- accredited digital training viaFocus 4
- LCCs management development programme
- an annual PDR and subsequent training that is linked to service developmental needs
- annual staff conference
- Frontline reader development training
- Support in attending professional development events, including mentor support for Chartership and ACLIP
- NVQ training opportunities
- Attendance at a staff lateral group
- Health and safety training
- Trade union membership

LLS maintains the Investors in people (IIP) standard

Our service will continue the disruptive behaviour strategy

Continuation of the Adopt a District scheme

<u>Development</u>		<u>Action</u>	<u>Target/ Deliverable</u>	<u>Lead</u>	<u>Timescale</u>		
					<u>2008-9</u>	<u>2009-10</u>	<u>2010-11</u>
1.	Establish new skill set for library staff	Research skill set targeting web skills Ensure "practice time" is built into working day to develop skill sets Agree training delivery Implement floor walking at major libraries. Continue review of development training	Floor walking introduced at major libraries Young people modules added to development training LN1 PLUSQ 1f PLUSQ13 CPLUS 6e CPLUS 11a	NT	Q4		
2.	Continue delivery of Jigsaw Customer Care package	Review current progress with Jigsaw Deliver training to non-management staff Further support of skills of Library Managers	PLUSQ 1f LN1	NT	Q3		
3.	Improve staff skill set in enquiry training	Roll out CSL programme Measure progress	PLUSQ 13 CPLUS 11a	GW	Q4		

4.	Implement Apprenticeship programme	Identify 3 locations for apprenticeships Review progress	Apprentices in place	NT	Q2		
5	Staff see results from LCC staff survey	Identify areas from staff survey where LLS is weak	Action Plan devised	NT	Q1		

Objective 5. LLS delivers services that are Efficient, Effective and Value for Money

Our Core Offer:

We will improve our library buildings by continuing the capital programme of rebuilds and refurbishments
 We will implement a Stock procurement project that is cost effective
 We will ensure that staffing is in place to ensure a high quality service by utilising a staff formula model
 We will utilise economies of scale by taking part in national library offers

	<u>Development</u>	<u>Action</u>	<u>Target/ Deliverable</u>	<u>Lead</u>	<u>Timescale</u>		
					2008-9	2009-10	2010-11
1.	Continue LLS' standing as a high performing authority	Establish the new Library Benchmark performance framework Risk assess Report quarterly	New benchmark performance agreed and targets met. Clear links to LAA, ASC and CYPS plans	NT	Q1-4		
2.	Develop strategic use of Customer Information	Continue test project in partnership with Marketing service and Chief Exec	Visual data project completed LB2	NT	Q4		
3.	Introduce new LMS for LLS	Complete business case Implement	LMS agreed LB20 LB21 LB23	SK	Q1-4	√	
4.	Introduce self service issue to major libraries	Complete business case Implement self service issue Review	Self service issue established in major libraries LB20 LB21 LB23	SK			√

5.	Contribute to Corporate Customer First programme	Introduce Service Shops to Ashby, Loughborough, Oadby, Wigston, S.Wigston and Syston Contribute to call centre for CS	Staff aware 1 service shop operational Library systems agreed	NT	Q4		
6.	Restructure of development team and Bibliographical services	Create Action Plan Implement restructure	Restructure complete LB20 LB21 LB23	MB	Q4		
7.	Ensure Libraries are open when people want them	Review of opening hours	LB8a/b	NT	Q4		
8.	Continuation of recruitment project	Work with corporate centre to devise new recruitment methods	New methods implemented	MB	Q4		
9.	Improve income generation to LLS	Introduce Chip and PIN to Market town libraries Promotion of Chip and PIN Develop Brandspace and DVD loans system	Payment method established Options for changing DVD loans system agreed	NT	Q2 Q3		

Objective 6 LLS delivers services that are socially cohesive

Our Core Offer:

We will ensure that all appropriate services have an Equality Impact Assessment (EIA) and subsequent action plan

We will continue to improve access to library services online

Delivery of the Prison Library services

Delivery of the Home Library Service

Contribute to the corporate responsibility to Children in Public Care

Full participation in the County Council Neighbourhood Agenda

Target the Bookstart service to hard to reach families

	<u>Development</u>	<u>Action</u>	<u>Target/ Deliverable</u>	<u>Lead</u>	<u>Timescale</u>		
					2008-9	2009-10	2010-11
1.	Develop a library health offer	Implement social prescription model	PLUS Q12	GW			
2.	Contribute to Cultural Olympiad	Develop the library offer	Library strategy agreed	GW/ NT	√	√	√
3.	Develop community use of libraries	Develop coffee morning programme Develop out of school activities for young people Partnerships for domestic violence Contribute to Islamic Awareness week Review OTEL provision Work with ASC in targeting information at vulnerable people	PLUS 21b/c/d/e CPLUS13 CPLUS 14c CPLUS 16 Young people NI9	GW/ NT	Q1-4	√	√
4.	Deliver Big Lottery bid at Newbold Verdon library	Develop new building Ensure community engagement	LB1 LB2 LB 8 a/b LB14a/b LB17a/b LB19a-f	MB	Q4		
5.	Develop programmes of positive actions for young people	Contribute to surestart childrens centres	CPLUS13 CPLUS 14c	GW	Q2-4		
6.	Continue development of volunteer offer for libraries	Targeting local history Home library service marketing campaign Young volunteers for summer reading scheme Development of reading groups	Increase in nos of volunteers LB7 a/b	NT	Q3 Q4 Q4	√	

7.	Contribute to LCC cultural entitlement bid			GW	Q1		
8.	Increase use of mobile libraries/LINK	Mobile promotional campaign	NI9 LB2a LB3	NT	Q3		
9.	Increase library engagement with young people	Implement young people's offer	NI9 LB2a LB5 a/b LB8b LB14b LB17b CPLUS Q6e CPLUS Q11a	GW	Q1-4		
10	Implement campaigns that encourage library usage	Free day campaign Ensure that the National Year of Reading targets hard to reach communities	LB2a APLUS Q21 CPLUS Q16	NT/G W	Q3 Q1-3		

No. EQUALITY ACTION PLAN

	<u>Objective</u>	<u>Action</u>	<u>Targets</u>	<u>Lead</u>	<u>Timescale</u>					
					2008/9	2009/10	2010/11			
1.	Ensure that library services meet the needs of all sections of customer	Complete Equality Impact Assessments identified as Priority 1:-		MB	Q3					
		<ul style="list-style-type: none"> Support for learners 								
		<ul style="list-style-type: none"> Library activities aimed at children 								
		<ul style="list-style-type: none"> Promotional activities aimed at adults 								
		<ul style="list-style-type: none"> Opening hours 								
		<ul style="list-style-type: none"> Stock project 								
		<ul style="list-style-type: none"> Home delivery service 								
		Complete Equality Impact Assessments identified as Priority 2:-		MB			Q4			
		<ul style="list-style-type: none"> Book lending service for adults and children 								
		<ul style="list-style-type: none"> Joining procedures 								
		<ul style="list-style-type: none"> Virtual information service 								
2.	Improve the diversity of library staff	Improve recruitment from BME community and younger people		MB	Q3					
		Participate in apprenticeship scheme		NT	Q3					
		Pilot County Council talent pools		MB	Q4					
		Attend relevant recruitment events		MB	Q4					
3.	Reach equality level 3	Improve equality monitoring		MB						
		Develop self-assessment, and include community involvement			Q4					

The Library Benchmark : performance framework/targets

SATISFACTION

		07/08	08/09
NI9	Use of Public Libraries		New indicator: Awaiting baseline

PARTICIPATION

LB1	Percentage of residents satisfied with their service		
LB2	Interactions per 1,000 population: a. Physical visits g. Visits to network resources h. No. of searches of online databases and subscription based content provided by the service i. No. of issues-books j. No. of issues-AV/visual/other	5369 5859 462.5	5400 5860 463
LB3	No. of active borrowers per 1,000 population	225	
LB5	a. Percentage of girl starters who complete the summer reading challenge b. Percentage of boy starters who complete the summer reading challenge	69.1% 64.8%	70% 65%
LB7	a. no. of people receiving "at home" library service per 1,000 population b no. of people receiving "at home" library service as a percentage of the total no. of older people helped to live at home		

ACCESS

LB8	a. percentage of library users over 16 who think that the library opening hours are "good" or "very good" b. Percentage of users under 16 who answer yes to: "the library is open when I want to come in"	92% 86.2%	N/a for08
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RESOURCES

LB10	Total materials stock per 1,000 population a.books b. Audio/visual/electronic/other	1340 114.5	
LB11	Total material acquisitions per 1,000 population a.books b. Audio/visual/electronic/other	248 220 28.6	
LB12	a-c percentage of Bookstart packs, stages 1, 2, 3 delivered to children a.new births b. 1-2 years c. 3 years		
LB13	b. Percentage take up of available ICT time in libraries	46%	46%

QUALITY

LB14	a. percentage of users who think that the library is "good" or "very good" b. percentage of users under 16 who think that the library is "good" or "very good"	94.5% 88.7%	N/A for 08
LB15	Time taken to replenish the lending stock on open access or available for loan	5years	
LB16	a-d Stock turn a.AF b.ANF c. JF d.JNF	5.23 6.13 3.88 5.66 3.17	
LB17	a percentage of users who think the choice of books is "very good" or "good". b, percentage of under 16s who think the choice of books are "good".	78.4% 83.5%	N/a for 08
LB18	Percentage of users of the at home library services classing the choice of materials as "very good" or "good"		

LB19	Percentage of under 16s that said that "using the library has helped me to.." <ul style="list-style-type: none"> a. read better b. do better at school c. use computers better d. make fiends e. join in and try things out f. learn and find things out 		
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EFFICIENCY

LB20	Net expenditure per 1,000 population		
LB21	Cost per (physical) visit		
LB23	No of (physical) visits per FTE		

ADDITIONAL PUBLIC LIBRARY USER SURVEY (PLUS) INDICATORS FROM ADULT AND CHILDRENS SURVEYS

APLUS Q1f	Staff helpfulness rating as very good/good	98.1%	N/a for 08
APLUS Q12	If you came to this library today to find something out did you succeed?	74.4%	N/A for 08
APLUS Q13	If you asked for help in finding something out today what did you think of staff assistance very good/good	97.4%	N/A for 08
APLUS Q14	Overall, what did you think of the information service in this library?	93%	N/A for 08
APLUS Q21	Ethnic grouping b.mixed c. Asian/Asian/British d.Black/Black British e. Chinese/other	0.7% 4.1% 0.6% 0.9%	N/A for 08
CPLUS Q6e	Why do you borrow books from the library/staff say they are good	8%	N/A for 08
CPLUS Q11a	Why do you use libraries to do your homework/there are staff to help me.	15.4%	N/A for 08
CPLUS Q13	Have you been to a library for a. under 5s event b. holiday activity c. book/reading activity d. reading group	28.7% 38.7% 13.4% 3.7%	N/A for 08
CPLUS Q14c	Do you think the library is easy to get to	95%	N/A for 08
CPLUS Q16	Ethnicity a. Asian b. Mixed. c. Black d. White e. Other	7% 5% 2.1% 85.1% 0.9%	N/A for 08