

Get **more** out of Libraries

Update on the Library Service's Vision and Strategy 2009-2014

Presentation to Culture, Communities & Rural
Affairs Select Committee

22 April 2010



Library Service – Current Provision

- 51 libraries, 2 prison libraries
- 2 Discovery Centres (soon to be 3)
- 23 mobile library vehicles
- School Library Service – 97% Hants schools subscribe
- 793 staff – approx 500 FTE
- £19m budget
- Nearly 7m people through the doors per year
- 276, 500 active borrowers – 22% of Hampshire's population



The Journey So Far

- Over £25m capital investment, including two Discovery Centres
- Two re-structures
- Removing 'Librarian' from role profiles
- National reputation for innovation
- Just the beginning!



Vision and Strategy 2009-2014

Vision – “A creative service at the heart of Hampshire communities which prides itself on meeting their evolving needs for reading, information, learning and enjoyment.”



Commitment to Hampshire Residents

“We aim to provide access to library services for the Hampshire public of all ages and regardless of income, within reasonable travelling distances. ‘Reasonable’ is defined in relation to travel cost, time taken, frequency of timetable routes for public transport or degree of physical difficulty involved. This service will be provided through the appropriate mix of static libraries and the mobile services.”

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Static Libraries will offer the following:

- Books and other materials
- Information of all kinds
- Signposting of other services available to local people whether provided in the library or elsewhere
- Access to public IT
- Range of library/reading linked activities
- Access to learning and skills development programme
- Spaces for community use (where available)
- Can our static libraries help other County Council departments?

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Mobile Library Services - Priorities

- Isolated rural communities
- Priority areas of urban deprivation
- Pre-school and children's centres
- Residential and nursing homes
- Sheltered accommodation where public transport is poor
- Individuals who are housebound
- Can our mobiles help other County Council Departments?



Key Areas of Work Over the last 12 Months

1. Increasing our knowledge and understanding of our existing and potential customers
 - Public libraries customer research
 - Research into public IT users
 - Library catchment areas
 - Marketing plan



Customer Research

- 18,000 completed questionnaires from every library, Autumn 2009
- 90.5% customers thought the overall service was very good or good
- Staff helpfulness, staff knowledge and staff availability had the highest satisfaction scores
- The main reason for visiting libraries is to borrow/return books – 69%
- The main reason for visiting Discovery Centres is to use the internet (31.1%), borrow/return books (27%), or take part in an event/activity (22%)

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Public IT and internet access



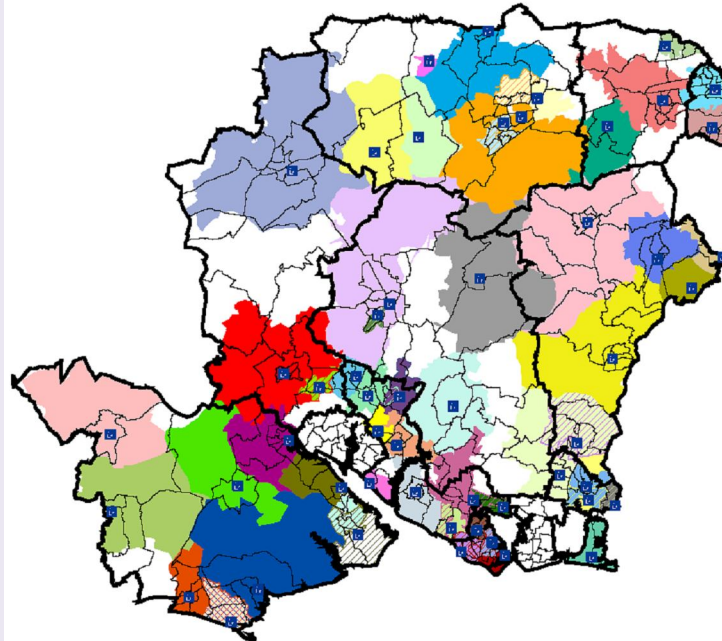


Public IT in Libraries

- 577 terminals
- 23,000 hrs of internet access a week
- Over 900,000 sessions a year
- Customers tend to come from lower/lowest incomes – not traditional library users

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Hampshire Library Catchment Areas
with Ward Boundaries



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Key Areas of Work (cont'd...)

2. Improving partnership working

- Children's Centres in libraries
- Registration Offices in libraries
- Hantsdirect Local service
- Co-located libraries – Building Schools for the Future



Key Areas of Work (cont'd ...)

3. Providing capital investment in buildings and technology
 - Library refurbishments
 - Basingstoke Discovery Centre
 - Developer contributions
 - Self-service in six libraries
 - Replacing public IT
 - E-books – 2,500 titles/5,000 downloads by 1,455 customers



Key Areas of Work (cont'd...)

4. Audit of Libraries and Library Services

- Audit of 51 libraries and two Discovery Centres
- Audit of mobile service
- HQ/support services review
- Management structure and processes



Key Areas of Work (cont'd ...)

5. Training and developing library staff

- Two closure days a year for staff training
- Quality standards/new ways of working



Key Areas of Work (cont'd ...)

6. Ensuring long-term financial sustainability
 - Improved budget monitoring
 - Next phase of re-structure starts in May
 - Review of fines and charges



Access

Improving access to resources.....

- Improving the Access Card
- Access to books for people with sight impairment
- Collecting e-mail addresses
- Joining new members at Registration Offices
- E-books
- Reducing fines for those who are unemployed
- Charging fines for 5-17 year olds
- Charging fines for items lent from mobile libraries



Income

.....and generating income.....

- DVD Film membership
- Charging for the internet
- Raising the charges for Inter Library Loans items
- Charging for reading group sets - £1
- Raising the charges for music scores - £15
- Charging for room hire