

# Carmarthenshire Libraries Service Update



Moving Forward for 2017 - 2022

## Vision

To be an inclusive, modern, sustainable and high quality public library service at the heart of every community in Carmarthenshire.

## Mission

To play a part in providing accessible, inclusive, exciting, sustainable services, which promote and facilitate learning, culture, heritage, information, well-being and leisure.



## Some Facts

With more than 21,000 visits to our libraries each week, library visits represent the largest regular voluntary interaction the County Council enjoys with individual members of the community.

Every year, more than:

- 180,000 information enquiries are answered
- 1 million items are loaned

- 875 cultural, learning, reading and community events are delivered, attended by over 25,000 people
- 230,000 online interactions take place.

## A Strategy for Keeping CCC library services relevant and accessible



### Direct front line service

- The service is a statutory requirement as defined in the Public Libraries and Museums Act 1964, regulated via Welsh Government through the Welsh Public Library Standards. (WPLS)
- The service sees itself as a direct front line service that supports the authority's corporate strategies which underpins local authority priorities such as well-being, economic growth & productivity, and social cohesion and mobility.



The service is to develop around 5 universal offers that promote a core message at national levels, linking with Government Policy, Library Strategies and Frameworks, but allow for adaptation to meet with local needs and priorities.

## Learning Offer

The Learning Offer provides scope for libraries to develop and promote their contribution to lifelong learning, through Free resources for study and learning, such as online resources and courses, text books and reference books, study and social spaces, and opportunities that allow for creativity and ideas sharing.



## Information Offer

This offer focuses upon the growing role of our libraries in supporting people to access life-critical information in areas such as job seeking, benefits, personal finance and health. Central to this offer is helping people to use vital government online/information services.

## **Reading Offer**

Developed in partnership with the Reading Agency, this offer focuses upon the role of libraries in promoting literacy and the benefits of reading. There is a focus on partnership working with an emphasis on using ongoing reading programmes.

## **Digital Offer**

This offer underpins the other offers as the development of digital services, providing access and supporting people to improve their digital skills is seen as essential to a modern library service.

## **Health Offer**

A commitment from library services to provide access to health information, promotion, signposting and referrals as well as creative and social reading activity. (e.g. Book Prescription Wales and Reading Well on Prescription).

## Relevance to Welsh Public Library Standards

These Universal Offers can be directly mapped to the outcomes and impacts highlighted within the WPLS Frameworks.

### How Are We Doing?

Welsh Government Welsh Public Library Standards - Assessment of annual return for 2015/2016

- Carmarthenshire is meeting 17 of the 18 core entitlements in full and partially meeting 1. The area in which the entitlement is only partially met is Leadership & Development, where the library strategy is under development. (March 2017)
- Of the 7 quality indicators which have targets, Carmarthenshire achieved all 7 in full, an improvement on last year. It was also one of only two authorities in Wales to achieve this in 2015/16.
- Carmarthenshire achieved both quality indicators in Learning for Life for up to date and appropriate reading material, one of only 4 authorities to do this. Spending on Welsh language material has increased which means targets set were met in 2015/16 which is an improvement on last year.
- Staffing levels continue to meet targets for both overall numbers and professionally qualified staff.
- Levels of staff training are the third highest in Wales.
- All libraries now offer public access computers and Wi-Fi which was upgraded during 2015/16.
- There has been a significant improvement in the speed of supply of requests, notably the percentage supplied within 15 days, which is now the highest in Wales.
- The average cost per visit for 2015/16 was £2.18 net against all Wales average of £2.88.



## Tiers of Service

Categorised into four tiers of service provision based on their levels of use, location of the library building and the population served, to deliver the right and effective core offer to the right people at the right place.



### **Tier 1**

Regional Libraries with between 145,000 to over 500,000+ visits per year.

### **Tier 2**

Community Libraries open for more than 15 hrs per week.

### **Tier 3**

Branch Libraries open for less than 15 hrs per week.

### **Tier 4**

Mobile libraries.

## New Mobile Library Fleet for 2017



### Bedding In the New Service

- Agreeing a comprehensive new route plan, that meets with Welsh Public Library Standards (WPLS) future framework requirements.
- Improve information, digital and health literacy across the county.
- Improve employability through access to on-line services and resources through partnership working.
- Provide social and community links to people who are usually hard to reach.
- Roll-out new and improved housebound service to meet with user needs and requirements.

### Comparing Mobile and Static Services

- We aim to review both branch and new mobile library services usage and positioning as to ascertain their value and contribution within a community; we recognize that some of our “Tier 3” libraries now only serve a very small number of borrowers and as such, we need to ensure the continuation of quality library services across the county that are able to demonstrate best value.
- Importantly, if the provision of a fixed base community service changes, then the mobile service plays an even more prominent role in delivering Library services in line with statutory requirements.





## Planning for the future 2017/2022

### **Carmarthen Reference Library and Archive Service**

The relocation of Carmarthenshire Archives to a purpose-built facility adjoining Carmarthen Library will provide an ideal opportunity for the Reference & Information Service to become the cultural hub or centre for research in the county. This would be a first point of call for all members of public, enabling links to be improved and expanded, building upon partnerships with colleagues in the Archives, and at the same time maintaining the professional standards of both archivists & librarians within the newly amalgamated county service.

Through partnership working, Library and Archive collections will truly reach their potential in so far as being accessible, relevant and more importantly available for all.

#### Opportunities:

- Work with Carmarthenshire Archives to develop a new cultural hub/centre for research to be based at Carmarthen Library
- Train library staff in the archive catalogue/management system, and other areas needed to ensure the smooth-running of the department
- Work in partnership with local museums, galleries and cultural facilities to create activities and events for the community to increase the number of people engaging with culture
- Provide a professional local history research service with pricing structure in order to generate income

## Heritage / Digitisation Project

- The project will allow for a one-stop shop in providing online access to the important historical collections that are held within Carmarthenshire's Library, Archive and Museum services.
- The “Front End” of the project could be hosted at Parc Howard as part of the developments at the mansion house, enabling anyone to come and digitise their own information to be shared on the Heritage website. Other locations will be identified to host a ‘Host a Lab’ sessions.
- Pop-up locations around the County will engage residents, raise awareness and promote the importance of the Heritage project, and encourage the sharing of data.



### Developing Infrastructure

- The website will be an evolving website with contributions not only from the items that are already held with Libraries, Archives and Museums but also to receive contributions from the public; from an user perspective a touchscreen web interface will allow for ease of access both within static and mobile service delivery areas.
- E-commerce opportunities include selling online images that can either be downloaded or printed on merchandise. The e-commerce aspect can generate income that can be reinvested to maintain the website allowing for the preservation of important historical items.
- The project is a great opportunity for Libraries, Archives and Museums to work collaboratively and provide an online database of their holdings to the worldwide public 24/7.
- We are seeking an appropriate name / brand – please feel free to make any suggestions for this exciting heritage project.

## Continuing Professional Development



### Investing In Our Staff

- Our aim is to continue to provide and be a high quality, people focused library service; partly achieved by adopting a consistent approach to staff training and development throughout the service. All staff are workplace rotated throughout all service areas/points allowing for all staff to develop and cascade consistent information, knowledge and working practices across all service points.
- Customer care and customer skills are key components for library staff members and Carmarthenshire Libraries have recently worked with CAD centre (improving learning & skills) to enrol a large number of library staff onto their courses including Customer Care Skills, ICT etc.
- A continuous in-house training package is delivered to all members of staff, in particular, training on online services and Welsh Government objectives; additionally a working group has been established in order to develop Welsh Language training throughout the service.
- Universal Credit training is being introduced in stages providing Carmarthenshire Libraries with the opportunity to develop and improve its IT services and provision in preparation. It is anticipated that there will be a national roll-out to a full Digital Service to be completed by June 2018.



## Working towards Supplier Selection / Direct Delivery for 2017

**Administer Direct Delivery** - through the delivery of shelf ready items directly to individual library service points , eliminating the need for in-house central processing and distribution.

**Administer Supplier selection** – by detailing and securing stock items by attributing an annual budget commitment per library location, and per material type in line with CCC financial regulations.

**PBB – Working Towards Targets** - work with CCC “TIC Team” to administer and develop best practice for Direct Supply and Supplier selection for CCC Libraries.



## Developing Visionary Services

Whilst as a service we offer a multitude of activity, moving forward we are looking to introduce “Makerspace” type services which will inspire creativity and innovation, a first of its kind in Wales, encouraging “non-traditional” service users, with a view to integrating traditional core services at the forefront of our thinking.

## *Stordy creadiolyd*

Collaborative learning spaces which encourage innovation and product design where people gather to co-create, sharing resources and knowledge, work on projects, network, and build; fuelling a new wave of creativity, problem solving and entrepreneurialism.

Types of technology on offer at the launch of Makerspace could include;

- 3D printers and 3D modelling
- DVD, VHS, camera conversion hardware and software
- Audio recording and editing booths, midi keyboard, mixers, DJ equipment, microphones
- Video/Image recording and editing booths
- PCs with recording and editing software
- PCs with software for coding mobile applications; games; software programs; databases
- Green screens for video production
- Portable lighting
- LEGO mindstorms
- Interactive screens
- VR headsets
- Google Glass
- Mobile devices (tablets and phones)
- Gaming devices (consoles and PCs)
- Digital cameras and video recorders
- Fitness trackers
- Digitisation equipment
- Remote control devices, cars, robots, drones

**Supported by:**

- Workshops, classes and lectures in areas such as digital and emerging media with local technology partners

## A Pragmatic Approach

- The service is aware that efficiency savings do need to be made and as always tries to look for a pragmatic approach to support the corporate goal.
- The Library Service will aim to meet the demands and aspirations of its current customers and continue to seek to engage with new users and audiences.
- We will take a balanced approach in providing access to traditional and new digital resources, and in supporting customers with skilled staff at the right times, in the right locations, and in line with the core purpose of the service.