<table>
<thead>
<tr>
<th>Section</th>
<th>Description</th>
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<tbody>
<tr>
<td>1.1</td>
<td>Ensure improved provision of; access to; and increased uptake of health &amp; welfare information and services through effective partnerships that improve the physical &amp; mental wellbeing of communities and meet the priorities of the Corporate Plan.</td>
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<td></td>
<td>- Introduce Reading Well [healthy reading/mood boosting] collections for young people.</td>
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<td></td>
<td>- Deliver a programme of health and welfare related events and initiatives across the libraries service involving Community Planning partners.</td>
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<td></td>
<td>- Update the suite of Healthy Reading collections, ensuring coverage in libraries across Moray and monitor and evaluate usage.</td>
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<td>- Investigate/research the potential of extending the range of health support we offer to cancer sufferers through partnership working with Macmillan and the Oaks that addresses the need in Moray.</td>
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<td>1.2</td>
<td>Ensure effective participation and positive outcomes in the Council’s Strategy for Services to Older People.</td>
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<td>- Deliver a programme of promotions and events/activities that are specifically targeted at older people leading to an increase in library membership and in borrowing.</td>
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<td>- Target, promote and support digital participation by over 60s.</td>
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<td></td>
<td>- Review current practice leading to the delivery of effective library services to the housebound, old people's homes, sheltered housing complexes and those who are rurally isolated.</td>
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<td>- Recruit older volunteers to directly support service priorities.</td>
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<td>- Establish libraries as a dementia friendly service and provide Dementia Resource Collections through effective partnerships and staff development.</td>
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<td>- Further expand reminiscence initiatives and deliver them across the service.</td>
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<td>- Pilot social groups/library friends groups for older people.</td>
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<td>2.1</td>
<td>Ensure systematic and effective engagement with learners, leading to increased uptake and improved delivery of learning.</td>
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<td>- Ensure the service effectively contributes to an integrated approach to information, advice, guidance and referral.</td>
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<td>- Further develop and extend Job Clubs to meet identified need and deliver through the involvement of volunteers and effective partnerships.</td>
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<td></td>
<td>- Improve consultation and engagement methods through effective targeting to increase the uptake of learning and literacies opportunities and inform learning delivery.</td>
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<tr>
<td></td>
<td>- Ensure effective consultation and engagement with partners to increase the referrals to...</td>
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literacies learning and inform delivery.

- Further improve existing learner feedback methods
- Engage and support 16-25 year olds to develop and sustain literacies skills for a minimum of 12 sessions and well-being to enable them for everyday life
- Develop new marketing approaches to raise awareness and engage with the local community to increase uptake of literacies learning.
- ESOL courses are reviewed, updated where necessary and promoted.

2.2 Provide flexible, appropriate and accessible learning and literacies opportunities that lead to increased uptake, improved skills and are underpinned by more effective use of resources.

- Install wi-fi in all libraries
- Offer support to small businesses to increase staff skills.
- Ensure needs led, community based learning in ESOL and Basic Skills is delivered effectively to agreed outcomes
- Develop effective partnership working with CPP to maximise learner opportunities and progression
- Adapt and expand the current ESOL provision including budgets (where funding is available), resources and staff to accommodate the changing needs due to the arrival of learners with different learning and literacy needs.

2.3 Ensure libraries support welfare reform and access to benefits being digital by default.

- Ensure continued participation on the Welfare Reforms Group and share updates with libraries and Essential Skills staff.
- Train libraries staff and volunteers to support job seekers to use digital services to access welfare benefits.

2.4 Provide opportunities for young people (16-25) to improve their confidence and enhance their skills and employability

- Introduce a structured programme of volunteering opportunities for young people to support our services as well as their development.
- Introduce an offer that includes work experience and employment support opportunities for young people.

3. Ensure the Service encourages and increases digital participation across Moray.

Corporate Plan: Sustainable Economic Development

- Continue to input effectively to the Digital Services initiative and further develop libraries services to be available through face-to-face, telephone and digital access.
- Prepare and deliver a libraries digital participation strategy that supports the corporate strategy and the national libraries strategy.
- Plan and prioritise the digitisation of archives and key heritage resources, identify funding and recruit volunteers.
- Upgrade Libindx to improve ease of use, give access to images and increase the number of users.
- Introduce card readers to facilitate use of NEC cards for library services.
- Promote formal ICT Sessions to support customers in the use of mobile devices to enable
access to information and online transactions.
- Identify accredited courses that are eligible for ILA funding and that would support the use of digital devices.
- Research the possibility of introducing coding clubs for young people.

4. Develop reading and literacies as lifelong essential skills.

*Corporate Plan: Ambitious and Confident Children & Young People; Adults living healthier, sustainable independent lives*

4.1 Further develop and deliver effective Reader Development and literacies strategies that improve literacy and encourage the enjoyment of reading.

- Increase the uptake of the Summer Reading Challenge and assist more children to complete it.
- Develop Made in Scotland to include teenage and adult readers whilst continuing to increase the uptake by children.
- Continue to promote the Book Festival so that it attracts audiences from across Moray and beyond, has increased audience figures and continues to strengthen Moray’s cultural events calendar.
- Consider the provision of e-books and e-audio for children and young people.
- Look into methods of involving young people in service planning and stock selection.
- Continue to support staff in communicating with young people, improving attitudes and confidence.
- Develop and extend resources for children and young people with dyslexia.
- Set up a young people’s focus group.
- Pilot the provision of access to online graphics novels for young people eg ComicsPlus to reach new target groups.
- Research and introduce adult reading groups to support specific need.
- Promote and monitor use of the Discover Reading collection and extend provision to other libraries as appropriate.

5. Ensure effective outcomes within Early Years, Families and GIRFEC initiatives

*Corporate Plan: Ambitious and Confident Children and Young People*

- Provide advice and support materials to staff and parents to assist with the development of young people’s reading.
- Support schools in working with pupils with advanced reading abilities.
- Deliver family learning initiatives to encourage participation and that enable parents and carers to develop confidence and skills in supporting their own and their children’s learning.
- Introduce Saturday Bookbug Sessions in addition to current Sessions in all libraries where Sessions currently take place.
- Determine the remaining training need through the Assertive Outreach programme and arrange for such training to take place.
- Evaluate the initial process and impact on parents of Every Child a Library Member.
- Continue to deliver, promote and monitor the Bookbug gifting programme at all four stages, achieving at least 90% uptake and positively impacting on those in greatest need.
- Increase the number and effectiveness of class visits across the service.
- Participate in the Moray Play Forum as it develops.
- Ensure effective outreach with schools and playgroups, and involvement in transition initiatives to increase pupils’ and parents’ involvement with the libraries and associated services.

### 6. Ensure the Service Supports Economic Development in Moray

*Corporate Plan: Sustainable Economic Development*

- Review and deliver visitor information as appropriate in all libraries
- Ensure Castle to Cathedral to Cashmere is supported and promoted through libraries and effective participation in relevant events and initiatives
- Ensure Moray’s War is effectively co-ordinated, supported, developed and resourced
- Develop Ancestral tourism via Local Heritage

### 7. Ensure effective workforce development and planning.

*Service Action Plan from Employee Survey 2015*

- Encourage staff to attend area and team meetings and to request support as required from their supervisor and with Libraries HQ
- Encourage staff to make suggestions for improvement
- Ensure ERDPs are carried out and their purpose clearly understood
- Improve communication amongst staff at all levels
- Prepare a strategy for succession planning
- Build resilience among all staff
- Improve and ensure consistency in communicating with young people and in our attitudes and confidence to deal with them
- Improve ‘Forward Planning’ skills of Service Development staff to ensure improved readiness to access funding and support.

### 8. Comply with Access to Information Legislation.

*Corporate Plan - meeting the six core values: Ambitious, Listening, Respect, Fairness, Sustainability and Accountable.*

- Ensure all requests made under the Freedom of Information (Scotland) Act and Environmental Information (Scotland) Regulations are acknowledged and answered within the established parameters.
- Ensure all Subject Access Requests submitted under the Data Protection Act are acknowledged and answered within the established parameters.
- Provide support and guidance to assist Council departments to meet the requirements of the above legislation.