

Libraries Service
Consultation Strategy
(2017-2018)

Introduction

The service is committed to a Consultation Strategy that ensures effective contributions from users, lapsed users and non-users of the service.

The service will seek to use a range of consultation processes, as most appropriate, including the Council's website.

A key element within the Libraries Strategy is to ensure widest possible participation by all stakeholders in the service, including staff.

For ease of presentation this Consultation Strategy will be arranged in two main sections, mainly: Public Consultation; and Staff Consultation.

1. Public Consultation

1.1 Service Questionnaire

1.1.1 Every two years, depending on available resources, the service will seek feedback on key service aspects from users, lapsed users and non-users. Feedback will also be sought from appropriate partners in service delivery and community planning partners.

The results will inform marketing, resource allocation and the future direction of the service. They will feed in to the Service Improvement Plan.

The results of the survey will be published in all service points, on the Council's website and reported to committee.

1.1.2 The survey will ideally be posted /delivered to approx. 400 households across Moray and other outlets including the Community Services Forum, made available on the Council's website and made available at Libraries.

It will be promoted via the media.

1.2 Opening Hours Surveys

1.2.1 The service is committed to reviewing the opening hours of its service points on a regular basis in order to meet the needs of the community each serves. Feedback will be sought from as wide a representation as possible within each community and will seek the views of users, lapsed users and non-users.

The results will inform marketing, resource allocation and the delivery of the service and will feed in to the Service Improvement Plan. The results of each survey will be published in all service points, via appropriate community newspapers and on the Council's website.

- 1.2.2 The survey will be delivered to 1 in 5 households in those communities with part-time libraries and 1 in 25 households in those communities with full-time libraries. It will also be made available in local libraries and to Community Councils, Community Associations and appropriate Community Planning partners.

It will be promoted via the media.

1.3 **Customer Satisfaction Surveys**

- 1.3.1 Every two years telephone and /or online surveys will be carried out in respect of Customer Care and core service aspects as part of our Customer Service Excellence commitment and our corporate commitment. Results may be reported to committee, with satisfaction levels being compared with previous years to show trends.

1.4 **Comments and Complaints Cards**

- 1.4.1 The service provides specific service comments sheets/folders at all service points to supplement the corporate procedures. The customer feedback informs service direction, delivery and procedures. Comments/complaints are also received through Talis Prism and Moray Council website feedback.
- 1.4.2 The comments for both adult and children's services, with actions, will be published for all service points every three months and displayed in all libraries. Comments received by email and through the Moray Council website are also included.
- 1.4.3 The results/actions/proposals will be fed in to staff meetings, senior staff meetings or management meetings, as appropriate.

1.5 **Focus Groups**

- 1.5.1 A Focus Group, representative of users, will continue as a key element in informing service delivery and development. Members are appointed to be representative of the type of usage of service points and not because they primarily represent a specific community group, albeit appropriate user organisations/partners will also be represented. The Groups will meet once per annum and /or surveyed by email/post, the deliberations informing the Service Improvement Plan and the Community Planning Process. Its remit: to identify how well the service is meeting user needs, what improvements might be appropriate, and what developments should be considered.
- 1.5.2 A young people's focus group has been established and will continue to meet 3-4 times per year.

2. Staff Consultation

- 2.1 Effective communication and consultation lie at the heart of developing appropriate library services as well as highly trained and motivated staff, with all staff having a vital contribution to make.
- 2.2 In order to ensure the addressing of strategic issues and that appropriate projects can be considered the Principal Librarian will meet regularly with appropriate staff/working groups, with their deliberations informing the Service Development Team agenda and in turn being informed by the discussions at the Service Development Meeting.

- 2.3 Central to the communications and service development process is the Libraries Service Development Team of Librarians and Co-ordinators.

This team meets monthly, feeds into strategies, monitors and addresses performance, deals with operational issues across the service and considers potential developments.

This group acts as a conduit for staff meetings, the work of the various working groups and individual proposals and concerns of staff.

Minutes of the Meeting are circulated to all Libraries Staff.

2.4 **Staff Meetings**

Key elements within the process are the various staff meetings all of which feed in to Service Development Staff meeting and service planning. See Appendix I(a&b).

2.5 **Staff Focus Groups**

A Staff Focus Group is in place, with appropriate rotation of staff.

2.6 **Staff Survey**

An electronic staff survey will be carried out annually for all staff, looking at aspects such as eg communications, employee involvement, team working, equal opportunities.

2.7 **Working Groups**

Working Groups deal with priorities within the service plan, have 4/5 staff, are led by a member of service development staff, have a clear remit, defined timescales for their operation and are drawn from various levels of staff.

Working Groups and their membership will be reviewed on an annual basis in relation to the needs of the service and identified priorities within the Service Improvement Plan.

Remits of Working Groups are contained in Appendix II.

2.8 **ERDP**

ERDP is a further key element in the consultation process, the review for all permanent staff will continue to be conducted on an annual basis between January and early March, and for relief staff between April and June, to allow a Training Needs Analysis to be completed for the new service year and related to service planning.

2.9 **Service Improvement Plan**

Priorities for the Service Improvement Plan will be directly related to Moray 2026 and the Corporate Plan from the various consultation processes eg staff meetings, working groups, focus groups, ERDPs, etc. All staff will be asked to input their proposals related to the key priorities by the end of February for inclusion the following year's SIP. The process will be led by the Service Development Staff Meeting. Service Development staff will meet to identify the key aims for the service, with key priorities being drawn from the various consultations, SOA, Community Planning, Council and Departmental priorities, government priorities and priorities identified through Ambition and Opportunity: a strategy for public

libraries in Scotland 2015-2020. These will be circulated, in turn, to all staff for further input, before detailed actions are developed by the Service Development staff meetings.

A final draft will be circulated to staff for input prior to final approval. Following approval, the agreed aims and priorities for the year will be discussed with staff via area roadshows and will form the basis for individual ERDPs, work plans and specific target setting.

2.10 **Staff Newsletter**

This is compiled on a monthly basis, with all staff being invited to contribute. Service Development staff should actively invite their staff to contribute.

It will continue to be distributed electronically.

2.11 **Libraries L:Drive**

The libraries L:Drive is the key resource for consultation, communication and staff guidance and support.

Policies and strategies, minutes of meetings, service procedures, training opportunities, staff achievements and the newsletter are included on this resource.

Communication - Meetings

Moray Council Leadership Forums (1st, 2nd & 3rd Tier Officer Meetings)



Departmental 1st, 2nd & 3rd Tier Officer Meetings



Libraries Service Development Staff Meetings



Area Staff Meetings



Staff Meetings including Team Meetings



Staff Focus Group



Working Groups:

Book Festival

Customer Service Excellence

How Good Is Our Public Library Service (HGIOPLS)

Libraries Website and Social Media

Staff Development Working Group

Staff Manual

Staff Meetings

BUCKIE AREA

Buckie Area Library Staff

The Senior Librarian will hold a meeting every two months for all area staff at Buckie library.

You should make suggestions for the agenda.

A note will be kept of that meeting and circulated to all staff in the area with key points/suggestions brought to the Service Development Staff Meeting.

The Senior Librarian will meet with the Senior Library & Information Assistant(s) on a monthly basis.

ELGIN AREA - LIBRARIES

Service Development Staff

The Principal Librarian will hold individual meetings with Librarians and Co-ordinators within her remit as necessary. It is essential that these are used to ensure corporate approaches, the delivery of agreed service plans, the review of performance and the delivery of appropriate professional support.

These meetings may also be used to review work plans and individual development needs. Action notes may be kept of these meetings as required. The process will be further supported by the annual ERDP process.

Elgin Library Staff

The Principal Librarian will hold a monthly meeting for all public library staff at the Elgin Library Complex.

You should make suggestions for the agenda.

A note will be kept of these meetings and circulated to all staff in the Elgin Area and key points brought to the Service Development Staff Meeting.

The Community Librarian will meet with the Senior Library and Information Assistant on a regular basis.

Elgin Lending, Learning Centre and Libraries Support Staff Teams

The relevant supervisor will meet with these individual teams on a regular basis. Staff will have the opportunity to make suggestions for the agenda and a minute of the meeting will be made available to all staff on the L:Drive.

Local Heritage

The Records and Heritage Manager will meet with the Local Heritage Officer on a regular basis.

Lossiemouth Library

The Community Librarian will hold a monthly staff meeting for Lossiemouth Library staff.

You should make suggestions for the agenda.

A note will be kept of that meeting and circulated to Lossiemouth area staff and the Principal Librarian. Key points will be brought to the Service Development Staff meetings.

FORRES AREA

Forres Area Library Staff

The Senior Librarian will hold a meeting every two months for all area staff.

You should make suggestions for the agenda.

A note will be kept of that meeting and circulated to Forres and Burghead staff and the Principal Librarian. Key points will be brought to the Service Development Staff meetings.

The Senior Librarian will meet with the Senior Library & Information Assistant(s) on a monthly basis.

KEITH AREA

Keith Area Library Staff

The Senior Librarian will hold a meeting every two months for all area staff at Keith library.

You should make suggestions for the agenda.

A note will be kept of that meeting and circulated to all staff in the area and key points brought to the Service Development Staff meeting.

The Senior Librarian will meet with the Senior Library & Information Assistant(s) on a monthly basis.

Libraries Working Groups

Book Festival

- To plan the Book Festival.
- To ensure effective and timeous publicity.
- To ensure effective hosting of authors.
- To agree effective deployment of staff and volunteers.
- To increase audiences.
- To ensure festival is inclusive.
- To recommend future developments.

Customer Service Excellence

- To establish a strategy, with timescales, for achieving CSE
- To guide the implementation of CSE, defining roles and responsibilities.
- To ensure CSE is achieved and maintained.
- To ensure standards are consistent by means of a range of monitoring processes.

How Good Is Our Public Library Service

- To ensure that HGIOPLS is embedded across the service.
- To ensure effective communication with and involvement of staff.
- To identify appropriate approaches and evidence.
- To co-ordinate audits and presentation of evidence.
- To review and improve procedures.
- To identify key conclusions and recommendations.

Libraries Website and Social Media Working Group Website

- Further develop libraries website to meet users' needs and attract new users.
- Identify areas for development.
- Monitor content submitted, amend for consistency and update as required.
- Identify appropriate practice / links etc for adoption.

Facebook

- Further develop libraries Facebook to meet users' needs and attract new users.
- Identify areas for development.
- Monitor content submitted, usage and update as required.
- Identify appropriate good practice / links etc for adoption.

Twitter, Flickr, YouTube and other social media channels

- Research potential of using other social media
- Identify potential use and content
- Identify resource requirements

Staff Manual

- To identify and record existing practices.
- To determine consistency of practice.
- To produce consistent approaches, filing and search terms.
- To agree the inputting of staff manuals to the L:Drive and eventually Sharepoint.
- To agree a communication and training strategy that will ensure staff competencies.
- To monitor the training of staff and implementation of the manual.

Staff Development

- To draft revised Guidelines for Staff Development in Libraries & Information Services which will clearly identify the priorities of the service and the training routes available to staff.
- To consider the Essential Priorities in respect of Staff Training & Development, identified through the ERDP process and to contribute to their implementation and achievement.
- To draft a revised Induction Programme for all new staff.
- To identify training needs across the service, resulting from new initiatives, national priorities, updated processes, and CPD.

Staff Focus Group

- Feedback on how well we are doing as a service?
 - How can we do it better?
 - What else might we want to do?
- Activities:
- Feedback on library usage.
 - Consideration of amendments to procedures.
 - Suggestions for staff training, current and future.
 - Reporting and considering customer feedback.
 - Identifying and proposing resource requirements.
 - Commenting on and making recommendations in respect of communication.