

# **Libraries and Museums Service Improvement Plan 2010-2011**

## **1. Ensure libraries support the health and welfare of the community.**

### 1.1 Improve provision of health and welfare information through partnerships.

- By August 2010 all libraries have relevant health and welfare information available and clearly signposted.
- By September 2010 staff will have information handling/knowledge skills updated in relation to health and welfare.
- By March 2011 appropriate health and welfare related events will have been held in principal libraries.

### 1.2 Ensure effectiveness of Strategy for Services to Older People.

- Marketing and promotional programmes are implemented leading to a 3% increase in membership.
- Borrowing by this age group increases by 3%.
- Learning is targeted leading to increased uptake.
- Customers are effectively supported in the use of ICT leading to increased uptake.
- Information provided effectively meets requirements of older people.
- Housebound and homes services are effective.
- Library based and outreach activities are effective and add value to the service.
- More volunteers are enrolled.
- Partnership working is effective.

## **2. Effectively support the corporate information needs of the council.**

### 2.1 Ensure effective implementation of a corporate information strategy and records management.

- Corporate electronic document management system is implemented.
- Corporate file plan and corporate naming conventions are designed and implemented.
- Retention and disposal schedule are updated and implemented for electronic records management.
- Workflow and document management is supported and paper creation reduced.
- Corporate storage needs are investigated.
- DBS and ICT are supported in achieving good electronic and document management practice.
- Good record management practice is reinforced through effective work with the RM Liaison Group.
- The Corporate Information Strategy is effectively promoted.
- Effective training in records and information management is achieved.

### **3. Deliver learning opportunities that support the Lifelong Learning Strategy for Moray.**

3.1 Develop effective high quality learning centre provision across Moray.

3.1.1 Deliver agreed courses at each learning centre to agreed targets.

- Agreed courses are delivered at each learning centre with uptake by 31 March 2011 meeting agreed targets.
- Delivery of Advanced ECDL Word is extended to all Library Learning Centres.
- Internet Safety course is further promoted in Elgin and appropriate targeting agreed.
- Marketing and promotion is carried out in all areas to promote range of learning opportunities and widen uptake.
- Marketing and promotion of Excel and PowerPoint is carried out across Moray.
- Marketing and promotion of one day courses is carried out.

3.1.2 Further develop and widen content of courses and deliver to new communities and audiences.

- Further development of one-day courses is explored and promoted to council services and businesses.
- Delivery of courses to businesses/retail organisations is promoted and developed.
- More Choices/More Chances and other groups of young learners are targeted.
- Feasibility of delivering wider range of courses in Integrated Libraries is explored.
- Existing in-house course content is updated once new hardware and software agreed.
- Feasibility of developing in-house course on digital photography is explored.

3.2 Ensure effective contribution to Lifelong Learning Strategy for Moray.

- A libraries lifelong learning strategy is prepared by May.
- Attendance at Lifelong Learning Forum Meetings is effective.
- Joint provision while ensuring individual learning styles and choices is pursued.
- Partnership opportunities ensuring a continuum of learning are pursued.

### **4. Ensure “Get Moray Reading” campaign develops literacy and widens usage of libraries.**

4.1 Deliver “Get Moray Reading” campaign.

- Programme of reader development focussed on widening audiences and increasing issues is prepared by April, understood and delivered at all service points.
- Summer Reading Challenge attracts new readers, exceeds 2009 level of uptake and number completing.
- Book Festival attracts audiences from across Moray and has increased numbers of attendees.
- Six Book Challenge attracts and supports reluctant readers.
- Inter schools quiz promotes reading.

## **5. Ensure Libraries widen access and opportunities.**

### 5.1 Develop integrated libraries as community hubs and learning centres.

- Consultation with communities, schools and partners is effective leading to common understanding of aims.
- “Widening Access” programmes are delivered at relevant libraries.
- Premises are effectively developed as integrated libraries, learning points and council/community resource points with clear evidence of uptake.
- Agreed European and other targets are met within agreed timescales.

### 5.2 Ensure mobile libraries effectively target communities of need.

- Current mobile provision and usage is reviewed to identify where essential, desirable, unnecessary.
- Potential other recipients are identified, with resource implications.
- Key criteria for mobile usage are identified, reported to committee.
- Potential widening of services from mobile at no detriment to core provision is explored with other services/key partners.
- New arrangements are implemented leading to increased, better targeted uptake.

### 5.3 Ensure libraries support specific communities of need in New Elgin, South Lesmurdie and Buckie.

- Key partners and needs are clearly identified.
- Effective programmes identify targets and resource implications.
- Delivery realises intended outcomes leading to increased usage and understanding of services.

## **6. Support the development of Heritage Tourism.**

### 6.1 Increase usage of museums and heritage centres.

#### 6.1.1 Implement a Museums’ Visitor Development Strategy for Moray to increase audiences and attract external funding.

- A strategy/action plan is agreed and implemented by July.
- Appropriate market research is implemented and evaluated.
- Liaison with partners agrees joint ventures, funding applications, promotions, exhibitions and outreach events and activities.
- Visitor numbers, usage and outcomes information is co-ordinated across the sector.

#### 6.1.2 Further develop Moray Heritage Connections.

- A constitution is in place by April and charitable status secured by September.
- Potential partnership and funding opportunities are identified by July.
- Common approaches to visitor information are implemented by June.
- Common approaches to marketing/promotion are agreed by October for 2011-2012.

6.2/

6.2 Ensure further development of the Ancestral Tourism Strategy.

- Website information is finalised.
- Funding opportunities are pursued.
- Training, publicity, resource needs are identified.
- Partnership approach is launched.
- Programme is further developed with key partners and accommodation providers.

6.3 Ensure the development of the Local Heritage Centre.

6.3.1 Develop and deliver programmes that widen usage.

- VisitScotland Accreditation is secured by June.
- Agreed publicity and promotional programmes are delivered.
- Visitor Development Plan is finalised by December.
- Friends organisation is launched by January 2011.

6.3.2 Deliver the collections development programme.

- Archives are transferred to Greshop by July.
- Relevant staff are appropriately trained in handling and transfer of materials.
- Agreed cataloguing and indexing protocols and programmes are implemented from May.
- Collections Policy is implemented effectively.
- A conservation programme is developed.
- Strategy for securing the return of collections to Moray is developed.