

PAF and PSEG
Joint Scrutiny Committees
10 March 2022

Cllr Louise McKinlay
Deputy Leader and Cabinet Member
for Community, Equality,
Partnerships and Performance

Juliet Pirez,
Head of Libraries

Everyone's Library Service 2022-2026



Essex County Council

The story so far:

- Our draft plan: Everyone's Library Service 2022 – 2026
- Consultation and engagement
- Results

What's next:

- Proposed changes to Everyone's Library Service 2022 – 2026
- Governance and launch
- Service update

Key themes under the 3 pillars of the Plan include:

Library Service and Literacy

- **Support children to be school ready and helping adults to improve their literacy**
- **Exciting events and activities**
- **Inspire and encourage people to read for pleasure**
- **Keep our book stock and other resources - digital and online – appealing**

Communications and Infrastructure

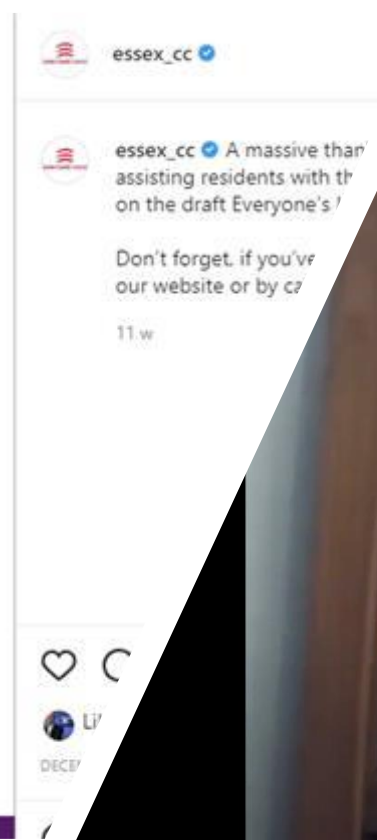
- **Improve our communications to existing users and new audiences, to get people involved at a local level**
- **Improve communications with staff and volunteers**
- **Develop service outreach**
- **Improve our buildings and reduce our carbon footprint**

Supporting our Communities and Levelling Up

- **Ensuring all residents have the same access to the support and skills they need to achieve their aspirations, regardless of where they live.**
- **Improving opportunities for everyone, locally and countywide.**
- **Encouraging new users, thinking of new ways to attract them**

Summary of the engagement and consultation

- Eight–week Public consultation
- 2,213 responses from Essex residents. This compares well with other recent surveys
- Wide-reaching, proactive, targeted comms to promote the consultation
 - Social media reached more than 200,000 people and was key in reaching younger populations and hard to reach groups. Proactive use of demographic data to target promotion.
 - Information to every school in Essex; webinars with Young Essex Assembly and Epping Youth Forum; engaged with faith leaders, and library clubs and groups, partners and groups who use library spaces, library employees and volunteers, and wider ECC employees
 - Libraries staff put up stands and met residents in town centres and schools
 - Reached out to our partner networks to spread the message
 - Direct communication to around 80,000 residents through our e-newsletters, including approximately 40,000 library users.
 - Other platforms included Zoom webinars, radio interviews, press, and print media
 - Meetings with national and regional bodies including Department of Culture, Media and Sport, Libraries Connected, and The National Literacy Trust

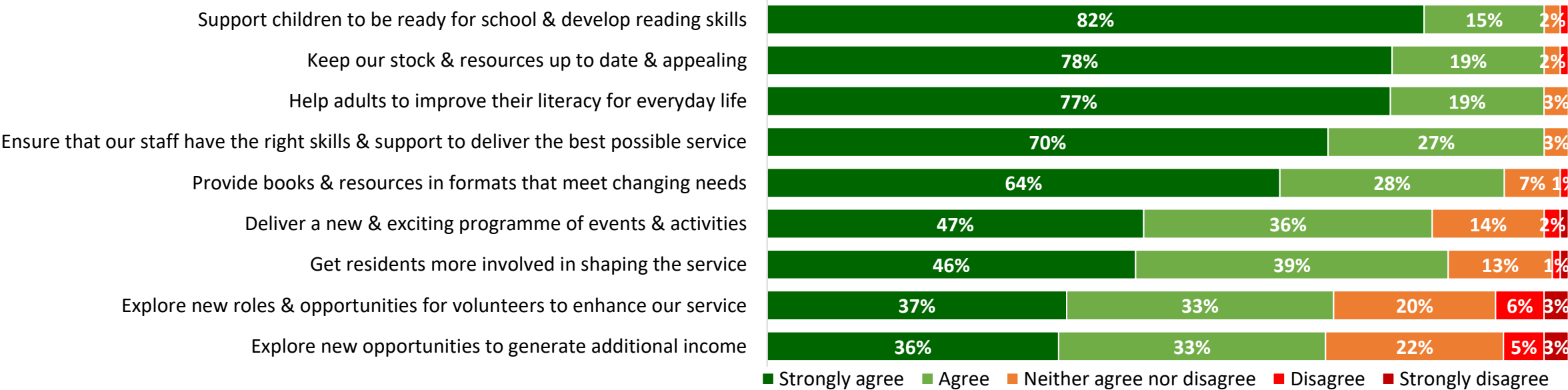


Individuals support for Aim One areas – Library Service and Literacy

- Overall agreement is particularly strong for five of the aim one areas with a significant proportion strongly agreeing with these aims.
- Agreement with exploration of new roles and opportunities for volunteers and new opportunities to generate additional income is markedly lower.
- 638 individuals added free text. The top 3 themes were:
 - *Well trained staff are critical to the service*
 - *Volunteers are in addition to paid staff not replacing them*
 - *Digital alternatives should not replace physical books.*

To what extent do you agree or disagree with the proposed aims...?

Base: all individuals answering (2,175)

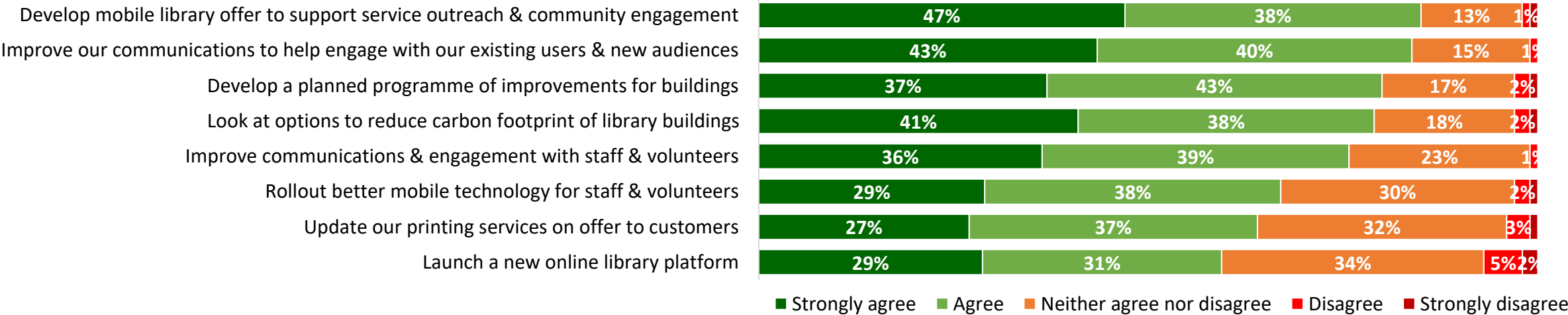


Individuals support for Aim Two areas – Communications and Infrastructure

- Overall agreement is high for five of the aim two areas; although the proportion strongly agreeing is lower than the highest ranking aim one areas.
- Agreement with the technological sub areas of Aim Two are comparatively lower than the other Aim Two areas e.g. printing services offer and new online library platform
- 485 individuals added free text. The top 3 themes were:
 - Promote the library service and improve communication
 - Well trained staff – proficient in Tech skills
 - Keep physical book stock alongside electronic alternatives

To what extent do you agree or disagree with the proposed aims...?

Base: all individuals answering (2,159)

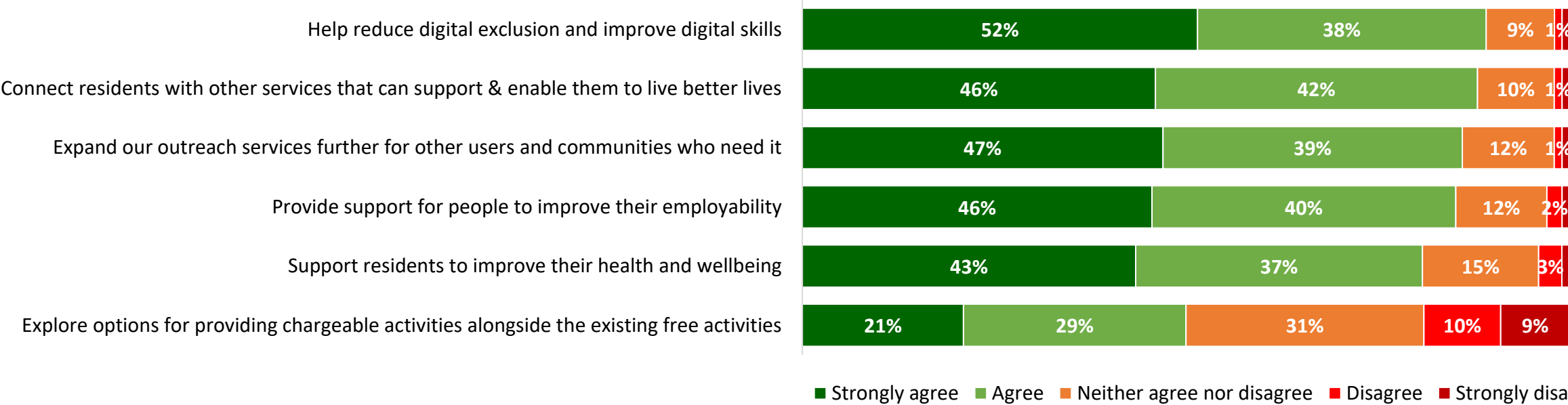


Individuals support for Aim Three areas – Supporting Communities and Levelling Up

- Overall agreement is high for five of the aim three areas; although the proportion strongly agreeing is lower than the highest ranking aim one areas.
- Agreement with exploration of options for providing chargeable activities alongside existing free activities is markedly lower, although 31% neither agreed nor disagreed.
- 379 individuals added free text. The top 3 themes were:
 - Moving outside the core offering
 - All services should be free
 - Community hub / socialisation

To what extent do you agree or disagree with the proposed aims...?

Base: all individuals answering (2,159)



National Literacy Trust

- ✓ Very positive message
- ✓ Links to levelling up and ambitions around partnerships

DCMS

- ✓ Ambitions to do more in the digital space

Libraries Connected

- ✓ Infrastructure and focus on the environment

All bodies were pleased to be engaged in the consultation

Amending the plan:

- Make clear hard copy is as important as e-resources
- Bring outreach, communications and involvement of our communities to the fore
- Emphasise the importance of our skilled paid workforce
- Give more context and assurance how chargeable activities could run alongside and complement free activities

What's next:

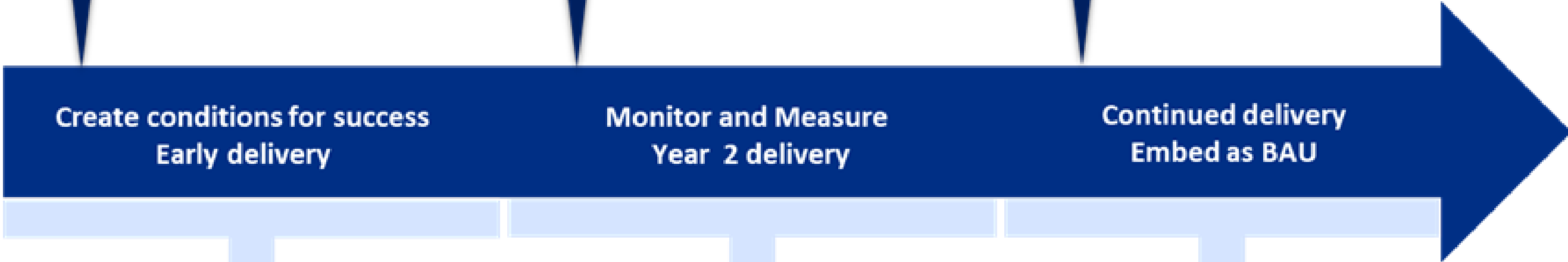
- Go to Cabinet on 19th April
- Launch Everyone's Library Service 2022 - 2026
- Report back to Scrutiny in 12 months



April 2022
Launch

April 2023
Scrutiny

April 2024
Scrutiny



Set up for success

- Develop Comms and Marketing plan
- Launch Everyone's Library Service Plan
- Set KPIs and measures of success

Early delivery

- Essex Year of Reading
- New Library platform and app
- Re-launch Harlow library

Monitor and measure:

- Track and measure against KPIs
- Pivot if needed
- Celebrate success

Year 2 delivery

- Continued communications

Monitor and measure

Continued delivery

Embed as BAU

Everyone's Essex

Economy

- Good jobs
- Levelling up the economy

Environment

- Net Zero
- Minimise waste

Family

- Education outcomes

Health

- Healthy lifestyles

Underpinning principles

- Service excellence
- Equalities and
- levelling up

Everyone's Library Service examples

- ✓ Literacy for all ages
- ✓ Support with employability

- ✓ Carbon footprint reduction
- ✓ Recycling support
- ✓ Circular Economy (Library of Things)

- ✓ Support children with school readiness and reading skills

- ✓ Libraries space used by health partners
- ✓ Clubs reducing social isolation.

- ✓ Upskilling staff
- ✓ Using data and insight
- ✓ Partnerships
- ✓ Community involvement shaping the service
- ✓ Reduce digital exclusion
- ✓ Outreach services
- ✓ Alternative formats

Everyone's Literacy

- Supporting adults and children with literacy
- Distinctive, easily recognisable branding
- Safe, comfortable, non-stigmatising spaces
- Stock, guides, displays
- Word of the Week promotion
- Signposting
- Partners
- Staff training



Service update



Year of Reading Projects

- Author events – Further author events across Easter holidays, summer holidays and October half term and some Saturdays
- Bringing Stories to life – story sack workshops in partnership with ACL during Easter holidays
- Summer Reading Challenge Outreach mobile visits to Country Parks (May half term)
- More class visits to libraries
- More Saturday storytimes in libraries
- World Book Day campaign – Displays of families reading in their favourite places
- Universal library membership for all school children
- Carnegie award project with selected secondary schools



Other projects

- Summer Reading Challenge - Volunteering recruitment will open in March. Summer Reading Challenge will run from 16 July – 3 September
- Targeted work with 4 chosen schools across the county to intensively promote the Summer Reading Challenge and aim for universal sign up
- Bookstart – continuing universal delivery of Bookstart Baby (through Registration service); working with Early Years to implement the new targeted Bookstart offer for toddlers
- George the Bookworm theatre shows during May half term and summer holidays
- Hutton Literacy project – working with 4 schools in the Hutton area to pilot an approach to improve literacy and increase library use by reception age children
- Easter Book Hunt

Outreach Mobile Library

EVENTS

- Year of Reading
- Essex Book Festival
- Summer Reading Challenge
- Storytime at the Gruffalo Trail at Thorndon Country Park
- Stickman storytime at North Weald Country Park, Barleylands Marsh Farm
- Colchester Zoo
- Summer fetes, community events

LEVELLING UP

- Holiday activity clubs
- Partnering with Evolve in Tendring to deliver events that support people post-Covid into work, education, wellbeing etc.
- Community Events
- Visting specialist schools

ASSISTING CURRENT OPERATION

- Supporting static libraries during rebuilds eg Shenfield
- Supporting county mobile service when county mobile is in for repairs/services

SCHOOL AND NURSERY VISITS

- 12 school & nursery visits booked in for visit through word of mouth and recommendations

