APPENDIX 5c - Libraries Ambition Plan 2020-2024 – Activity Plan

VISION	THEME	OUTCOMES	ACTIVITY
Libraries will support every resident to achieve their full potential	**Future Readers; Future Choices** – libraries providing access and aspiration	1. Blackpool children being better prepared to start school 2. Increased levels of reading and literacy across Blackpool	Develop and deliver an ambitious programme of Early Years literacy/reading engagement – including, for example, Bookstart provision; Bounce and Rhyme times (for early years children); Nursery visits (for under 5s) - potentially involving the Save Our Stories ship; and Reading for pleasure/life activity - for example, using social media to deliver content and activity such as livestream bedtime stories.
			Develop and deliver an ambitious programme of Schools literacy/reading engagement – including, Class visits (potentially involving the Save Our Stories ship); intervention at critical stages (e.g. Foundation stage with parents and points where reading or library activity drops off); Summer Reading Challenge; after school, weekend and holiday activities; Author visits; and generally improving links with the town's education providers.
			Develop and deliver an ambitious programme of Young Adult/Adult literacy/reading engagement – including, Reading for pleasure/health groups and activity (especially focused on older and more isolated people); Author visits and reading entertainment; and Learning classes/activity.
			Explore external funding/partnership opportunities to deliver a large scale town-wide 'literacy' project in order to raise the profile of, and create a more positive culture around, reading in Blackpool
			Engage with Children's Services to support young people (generally, and specifically re. those in care and care leavers) with their reading and future choices

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Libraries will support every resident to achieve their full potential	**Get Connected** – libraries delivering digital and community connections	3. Improved digital access and literacy 4. Reaching more 'harder to reach' and/or isolated residents to increase social and mental well-being	Develop and deliver an ambitious programme of Digital engagement activity – focusing on different target groups in different libraries (across the age spectrum); including, for example, coding clubs and activity on cyber safety for young people; improving digital skills to support employability and health and well-being for adults; plus bespoke IT 'byte size' taster sessions on resources for business growth and selling online, to various life-style interest areas, such as music streaming, family history, card-making, and digital photography
			Improve knowledge and awareness of digital access and skills provision in the town/surrounding areas to enable more effective signposting and referral activity by library staff
			Increase and improve digital access facilities to ensure they keep pace with customer expectations and provide quality access to library (online) resources – providing more 'plug in and play' ports; replacing older kit; exploring super-vast connectivity; maximising usage/awareness of WiFi
			Increase and improve digital collections and resources to enable people to access Libraries 24/7 from their homes and on the go – reviewing/developing our current offer and promoting it more; exploring consortium offers around e-books, e-audio, and online newspapers/magazines; running local demo sessions via tablets and phones
			Develop and deliver an ambitious programme of Cultural activity – focusing on widening cultural participation and access to affordable/high quality cultural opportunities, and thereby improving well-being and combatting loneliness. Particularly targeting the older and more vulnerable/isolated people; supporting community group activities such as craft and chat, knitting, poetry, singing, jigsaw/scrabble and, of course, reading groups
			Look to support inter-generational, community group and individual connections through libraries via digital means or otherwise; enabling both digital and person to person connectivity
			Develop and deliver an ambitious programme of Engagement activity within and outside of libraries to reduce levels of social isolation and poor mental health (and, on the flip side, increase community connections and local empowerment) including, for example, 'chance to chat' or 'join a group' sessions; drop-in sessions with key agencies; mindfulness and bibliotherapy sessions (and supporting research with Lancaster University); social prescribing

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Libraries will support every resident to achieve their full potential	*Your* **Library** – libraries reaching out into their communities and meeting individual needs	5. Wider engagement with communities, leading to wider participation within them	Start to create and embed a culture of consulting with communities/customers – using existing groups/forums, and/or establishing local Library friends' groups, in order to make the library service more responsive to local/changing needs and providing greater opportunities for meaningful feedback and co-development (beyond just choosing some of the books that are bought)
			Create 'Shhhh areas' in libraries to help people to concentrate and enjoy some quiet time – responding to Homes of Multiple Occupancy/general housing conditions and well-being issues. Also develop (further) meeting/working spaces to facilitate drop-in, co-working and community group sessions (and a means of expanding their profile and reach) – the local library functioning as a safe and welcoming place to meet/access services; exploring how we can better zone and co-develop libraries for multi-use
			Redefine role of Central Library to re-connect it to the town centre, make it more welcoming/suitable for wider community, establish it as a 'destination' and fit for engagement activity; and work to improve the look and feel of the wider network
			Develop a marketing and promotional campaigns programme – focusing on what libraries do and can do for people; targeted at specific customer/community groups (taking a lead from the research data and agreed strategic priorities); proactive and library-led, whilst ensuring we can sustainably meet the demand
			Review the At Home Library Service to ensure more people with restricted mobility and access can stay in their homes and access library services and we can maximise the impact of that service and play a more active role in demand reduction

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Libraries will support every resident to achieve their full potential	*Delivering Ambition* – libraries changing their approach and developing service and skills to deliver the Plan	Libraries will be in a strong position to successfully deliver the Ambition Plan	Review current network provision, operational 'hub' structure, and opening hours to ensure they are fit for purpose
			Review staffing structure to make it fit to deliver future service requirements / Libraries Ambition Plan
			Explore impact of removing fines and the potential to remove any remaining financial barriers to accessing the service – such as reservation fees, charging for talking books etc.
			Create a Blackpool Libraries brand and transform all library spaces to reflect this. Also including local street signage – thereby making it easier to find and identify our libraries and increasing their profile in the community
			Introduce a training and development plan to ensure staff have the right knowledge and skills to serve, support and confidently signpost customers and to deliver the Libraries Ambition Plan. Also develop service-specific induction programme
			Increase volunteer opportunities – developing the number and range of roles to support and enhance the service (including young volunteers); especially in target areas such as digital access, older people and early years' engagement (and inter-generational elements within this)
			Undertake a concerted effort to embed libraries in other service plans/strategies and engage in a more meaningful way with Council partners to facilitate greater efficiency and integration. Look to establish Council/partner 'Library Champions'
			Introduce new service planning and performance review framework (outcomes/evidence-based)
			Devise Collections ('library stock') policy and development strategy to ensure the right 'books' gets to the right people in the right time. Look to invest more in the core content and/or get more use out of existing resources (e.g. making current stock work harder, seeking better value for money re. procurement, instigating stock circulation methods)
			Review all procedures and systems to make them customer-centred and efficient as possible; and devise an operational procedures/standards manual for all staff to ensure we maintain the highest quality of service and are able to deliver it consistently across all branches
			Review and develop partnerships (both internal and external) to maximise potential impact, deliver efficiencies, focus on service priority areas and ensure they are mutual beneficial