

REVIEW OF MORAY COUNCIL LIBRARIES AND INFORMATION SERVICES

- **QUALITY INDICATOR 5: VISION, STRATEGY AND CONTINUOUS IMPROVEMENT**



**HOW GOOD IS OUR
PUBLIC LIBRARY SERVICE?**



FINAL REPORT JUNE 2017

REVIEW OF MORAY LIBRARY SERVICES

Introduction

This report is the Self-Evaluation and Peer Review of Moray Library Services into the following quality indicator:

• QI 5 – Vision, Strategy and Continuous Improvement

The Self-Assessment was undertaken by members of staff within Moray with quality indicator 5 being led by Rona Stephen, with Linda Geddes, Anne Owens, James Nock, Lara Buckle, Sue Hirst and Jenny Burridge.

Peer Review

The Peer Review visit took place at Elgin Library on 31 May 2017 and was conducted by Morag Kelly (Convener), Audrey Sutherland and Helen Adair. The assessors met with a variety of stakeholders including partners and staff during the lunch session. Visits were also undertaken to Keith Library and Milnes High School and Learning Centre.

Results

The Peer Review Panel commends Moray Library Service for the supportive and enabling culture which is evident throughout the staff team and in partnership working. Staff morale was very high with motivated and committed staff who were managing change in a very positive fashion. This will be important to manage future changes. The priority of communicating with all staff was evident through the range of working and focus groups. Partnership work was very well integrated into service delivery. It was clear that the service was closely aligned to local and national priorities. The library service is very active in supporting community and individual needs and customer feedback is embedded in practice. The introduction of a Children's Focus Group was noted with interest. We were aware that the process for the review had been robust and had involved staff at all levels.

Quality Indicator 5: Vision, Strategy and Continuous Improvement

The evidence presented in the self-evaluation demonstrates that there are some notable strengths in provision here, including:

1. Practice regarding inclusion, equality and fairness is very strong, and this was well showcased on the day of the visit.
2. Staff buy-in to continuous improvement, and adaptability to change and an uncertain future is commendable.
3. Excellent range and quality of partnership working
4. Service is valued and acknowledged by senior Council staff and partners
5. Library Manager is a very positive and approachable role model who models best practice which is reflected in the culture and behaviours.
6. Use of volunteers very good.

More generally, the Peer Review Panel would emphasise that having seen the activities and work here, today, we think that more should have been reflected in the submission. The presentations and conversations with staff and stakeholders told a much more complete story.

Also as identified by Moray Library Services, it is important to identify robust methods to capture evidence of impact to ensure that the service is better able to understand and demonstrate the impact that it makes on individuals and the community. The use of videos capturing learners' stories was a very effective way of getting across the impact on these individuals of interaction with the library service – both participants and volunteer tutors.

The Peer Review Panel endorse the Self-Evaluation Report and with the rating given by the Library Service

Quality Indicator 5 (Vision, Strategy and Continuous Improvement) is LEVEL [5] (very good)

- Major strengths
- A high standard of provision, examples of good practice to share
- Any weaknesses do not impact on users' experiences
- Services will take opportunities to improve and strive to raise performance to excellent

The Peer Review Panel agreed with the service in their rating for the component parts of Quality Indicator 5:

	Self-Evaluation rating (1-6)	Peer Review rating (1-6)
5.1 Vision, innovation and management of change	5	5
5.2 Engagement with Community Development Processes	5	5
5.3 Planning, developing and enhancing the library service	5	5
Quality Indicator	Self-Evaluation rating (1-6)	Peer Review rating (1-6)
QI5 – Vision, Strategy and Continuous Improvement	5	5

IMPROVEMENT ACTION PLAN

The Peer Review Panel endorses the Improvement Action Plan for Moray Library Service (Self Evaluation Report [p74-75]) and summarised below:

Quality Indicator 5.1 – Vision, Innovation and Management of Change

- Further evaluation of ECALM project to be carried out. Improve uptake for ECALM.
- Planned move to SharePoint.
- Email procedural information to relief staff at home to keep them up to date.
- Improve our social media reach.
- Succession planning to be strengthened.
- Provision of digital devices for ESOL learning at home.

Quality Indicator 5.2 – Engagement with Community Development Processes

- To be better prepared to apply for funding that is flagged up at short notice.
- Attract more partners and continue to widen audiences to our events.
- Target non and lapsed users.
- Roll out project to include all Moray High school Libraries on our LMS.
- Implement online bookings where need identified, through new booking system.

Quality Indicator 5.3 – Planning, Developing and enhancing the Library Service

- Additional income generation.
- Seek external sources of funding/partnership approaches to allow more sharing of resources.
- Further improve sharing detail of performance with all staff.
- Improve recording of impact.
- Look at feasibility of working with Dial-a-Bus to transport rurally isolated and elderly people to Libraries.
- Develop online membership through Moray Connected project.
- Look at feasibility of improving online booking for events/activities and ability to take deposits for online payments through introduction of new system.
- Recruit appropriate volunteers to support the Information Services Librarian to maintain the currency of these (VIP) materials

KEY RECOMMENDATIONS FOR IMPROVEMENT ACTION PLAN

The Peer Review Panel, while endorsing the Improvement Action Plan for Moray Library Service, makes the following additional **key recommendations**:

- Performance Information could be improved to better tell the story of impact of key services
- Ensure that targets are smart and that the wider team are aware of them;
- Evidence of wider public consultation and input in to service developments needs to be clearer

- Further use of technology should be considered to further enhance promotion of services

CONCLUDING COMMENTS

The Peer Review Panel wish to express their thanks to all members of staff at Moray Library Services for preparing the self-assessment report and for their engagement on the day of the Peer Review visit. We would also thank all stakeholders who met with us.

Morag Kelly, Convener (C)
Audrey Sutherland, Assessor
Helen Adair, Assessor