Inverclyde
council

Report To:	**Regeneration Committee**	**Date**: **3 September 2009**
Report By:	**Corporate Director Regeneration and Resources**	**Report No:** **RR/09/09/09/SJ/SM**
Contact Officer:	**Head of Economic and Social Regeneration**	**Contact No**: **712321**
Subject:	**Libraries and Museum Service Plan**	

1.0 PURPOSE OF THE REPORT

1.1 The purpose of this report is to present the Libraries and Museum Service Plan for 2009-12 for consideration and approval by Committee.

2.0 SUMMARY

2.1 This Service Plan is a key component of the Council's Strategic Planning and Performance Management Framework and links to the Regeneration Directorate Plan, Inverclyde's Single Outcome Agreement, the Community Plan, Corporate Plan and the Organisational Improvement Plan.

2.2 The Libraries and Museum Service Plan has adopted the Public Library Quality Improvement Matrix (PLQIM) being rolled out across all 32 Scottish local authorities, which identifies seven quality indicators for public libraries. There is currently no similar tool for museums, but the McLean Museum and Art Gallery have adopted the PLQIM framework and identified four quality indicators relevant for the museum service.

2.3 Service Improvements have been identified over the next three year period 2009-12 and a set of goals and objectives have been drawn up for the short and medium term, along with a set of Customer Service Standards.

2.4 Libraries achieved the Investors in People (IIP) standard - with an additional bronze award, and Individual Learning Account (ILA)status in June 2009.

3.0 RECOMMENDATIONS

3.1 It is recommended that Committee considers and adopts the Libraries and Museum Service Plan for 2009–12.

Stuart Jamieson
Head of Economic and Social Regeneration

4.0 Background

4.1 The Public Library Quality Improvement Matrix was launched in Scotland in March 2007; it is the first self evaluation framework designed for use by public library services and replaces COSLA's Public Library Standards 1995. SLIC (the Scottish Library and Information Council) has been responsible for developing PLQIM, which is based on the well tested European Framework for Quality Library Management. Inverclyde Libraries have embedded PLQIM within its service planning process for Libraries. The attached Service Plan reflects PLQIM's seven quality indicators:

- Access to Information
- Community and Personal Participation
- Meeting Readers' Needs
- Learners' Experiences
- Ethos and Values
- Organisation and use of Resources and Space
- Leadership

Museums Galleries Scotland are hoping to introduce a similar quality assurance tool for museums and galleries – but until this has been rolled out, the McLean Museum and Art Gallery have adopted the following four quality indicators for the purposes of service planning:

- Governance and Museum Management
- User Services
- Visitor Facilities
- Collections Management

4.2 The key objectives listed in the Libraries and Museum Service Plan reflect the outcomes of the Regeneration and Resources Directorate Plan, the Corporate Plan, Inverclyde's Single Outcome Agreement and the Community Plan. All staff have contributed to the Service Plan and have provided feedback through the performance review appraisal process and consultation at regular staff meetings.

4.3 The performance of Inverclyde Libraries and the McLean Museum & Art Gallery has shown a marked improvement in a several areas based on data collected over the period 2006-2009:

SPI	2008/9	2007/8	2006/7	Trend
Additions per 1000 population (children's lending stock)	40	16	16	Up
Additions per 1000 population (adult lending stock)	146	56	59	Up
Percentage of resident population that are borrowers from public libraries	11%	17.9%	13.2%	Down
Learning centre users as a percentage of the population	8.9%	8.4%	8.1%	Up
Number of occasions that terminals are accessed per 1000 population	605	556.1	552.8	Up
Number of Library Visits (in person) per 1000 population	2878	2699	2628	Up
Number of Museum Visits including web hits per 1000 population	615	539	N/A	Up

4.4 Indicators showing an improvement include additions to adult and children's stock - reflecting the increase in the book budget, which rose from £50,000 in 2007/8 to £150,000 in 2008/9. Learning Centre usage also shows a marked increase due to the increase in taster sessions and work with partners such as ICOD, James Watt College and Inverclyde Council's CLD and Adult Literacy team. There has also been an increase in library visitors due to this partnership and outreach work, which has created events and activities, which attract more people into libraries. Museum visitors show an increase which can be attributed to the new improved Web pages leading to an increase in the number of virtual visits.

4.5 Areas for improvement identified in the Service Plan take account of the indicators which have shown a downward trend :

- % of the population who are active members of the Library : it is likely that the data recorded for 2007-2008 was unreliable as a result of data being transferred from the old computerised library management system to the new system in September 2007. Taking this into account, the trend shows a drop from 13% to 11%. Inverclyde has traditionally always had a low level of library membership which reflects the low literacy levels. Improvement actions to address this downturn include improving customer interface and developing and rolling out a marketing plan for libraries.

4.6 A set of Goals and Objectives 2009 -2012 (appendix 2) and Customer Service Standards (appendix 3) have also been prepared, which take forward priorities in the Service Improvement Plan.

4.7 On 4th June 2009 Libraries were awarded Investors in People (IIP) status and were given an additional bronze award, in recognition that the service showed strengths above the accepted standard.

4.8 Libraries have also been recognised as an ILA Scotland approved learning provider, which endorses the Learn Direct status awarded earlier this year and will allow the development of a more flexible learning programme.

5.0 Implications

5.1 There are no financial, legal, human resources issues relating to this report.

5.2 Equalities : Equality and diversity processes and procedures are embedded in the Service Plan. Key officers have received Corporate Equality Champion training and relate this to service planning.

6.0 Consultation

6.1 The Libraries and Museum Service Plan has been approved by both the Corporate Management Team and the Directorate Management Team.

7.0 Background Papers

7.1
- Directorate Planning Guidance 2009-11
- Regeneration and Resources Directorate Plan 2008-11
- Community Plan
- Corporate Plan
- Inverclyde Single Outcome Agreement
- Organisational Improvement Plan
- Public Library Quality Improvement Matrix (PLQIM)

SERVICE PLAN 2008/9 – 2010/11

2009/10

SERVICE: Regeneration and Resources :Economic and Social Regeneration : Libraries

SERVICE AREA : Access to Information

REF	KEY OBJECTIVE ● KEY ACTIVITIES	TIMESCALE	INPUTS	OUTPUTS	OUTCOMES	RESPONSIBILITY	PERFORMANCE MEASURE
A1	Improve customer interface	2009 - 11	Staff resource Budget allocation	Library Induction Programme for the public; Library Induction Programme for AL tutors/users; Reference Enquiry Survey; regular "Telegraph" column for recommended reads; Library leaflets available in different formats	More confident informed library users	OpTL	% increase in library members
A2	Improve Reference Information	2009-10	Staff resource; Budget allocation for display material	Display of folders and public documents improved; staff refresher training rolled out; promote EPIC status	Better informed citizens; improved staff awareness	DevTL	Feedback from customers re satisfaction with enquiries. Staff more confident showing at Staff PRs
A3	Create Cataloguing Development Plan	2009-10	Staff resource	Authority Control improved, electronic resources catalogued and linked with 856 tag, official publications catalogued	Improved interoperability and quality of catalogue records	DevTL	Increased use of the catalogue by staff and public
A4	Develop library web pages	2009-10	Staff resource	Directory of web links set up; Develop FAQs	Non Library/ remote users aware of services	DevTL	Number of web hits. Increased numbers of reserves /requests/ suggestions
A5	Develop use of Entitlement Card	2009-10	Staff Resource; partners; Budget	Young Scot/Entitlement card used to access services	Improved service reflecting	Libraries Manager/DevT	Entitlement card usage in libraries

			Allocation		community need	L	
	in libraries						
A6	Introduce Children's PC Access	2009-10	Staff resource	Appropriate filtering in place; PC induction programme established for under 12s; promote through induction / joining packs	PC use extended to cover all age groups	DevTL	Numbers of children using library PCs
A7	Clarify and promote our role to tourism providers	2009-10	Staff resource	Clearly identified section promoting tourism	More user friendly service for tourists	DevTL	% increase in tourists seeking information

SERVICE PLAN 2008/9 – 2010/11

SERVICE: Regeneration and Resources :Economic and Social Regeneration : Libraries

SERVICE AREA : Personal and Community Participation

REF	KEY OBJECTIVE • KEY ACTIVITIES	TIMESCALE	INPUTS	OUTPUTS	OUTCOMES	RESPONSIBILITY	PERFORMANCE MEASURE
P1	Develop Libraries as access points for Council information (online access to e-transactions)	2009-11	Staff resource Budget allocation	Minutes, agendas available online; staff training programme;	Better informed citizens; improved staff awareness	Libraries Manager	% increase in visitors
P2	Improve access to the Local History Collection	2009-11	Staff resource Budget allocation	Work with partners on joint initiatives; develop "the Hub" and other online resources / databases; roll out staff training programme;	Better informed citizens: improved staff awareness and confidence	DevTL	% increase in "visitors" using the Watt Library and Museum
P3	Improve community information	2009-10	Staff resource	Develop community information module of Spydus	Better informed citizens; improved staff awareness	DevTL	Feedback from users. Staff confidence shown at PRs
P4	Develop homework support network for families	2009-10	Staff resource Budget allocation	Aim to develop partnership with Lady Alice primary school	Improved confidence for children and families	OpTL	% increase in numbers visiting the children's library. Increase in use of online resources (once under 12 access established)
P5	Develop programme of targeted work with young children	2009-10	Staff resource Budget allocation	Extend Bookstart Rhymetimes to two more branches; develop pilot programme of fortnightly	Children and families feel supported and more	OpTL	% increase in library membership; % increase in visitors

				book groups with Looked After Children	confident; improved literacy and numeracy		
P6	Work with partners to create special targeted learning initiatives	2009-11	Staff resource Budget allocation	ABC Project extended; Commitment to YP inclusion; Literacy projects	Groups targeted and non users encouraged to use libraries improved literacy and numeracy;	DevTL	Numbers attending special projects; Awards
P7	Roll out Equality Initiatives (disability, race etc.)	2009-10	Staff resource Budget allocation	Equality Impact Assessments; Libraries Accessibility Statement; ABC project; Tactile Books and Braille/Moon guide; Leaflets available in other languages; set up Dyslexic category on Spydus with concessions; commitment to YP inclusion	Groups and individuals with additional learning support needs targeted and made aware of library services	DevTL	Number of people using adaptive technology; number of ABC sessions; numbers using special Collections;
P8	Develop programme for Community History Group	2009-10	Staff resource Budget allocation	Public meetings rolled out; Volunteers Forum set up; Funding bids investigated; development of the HUB;	Better awareness of local history and heritage	DevTL	Number of people attending meetings / forum; membership of the Hub
P9	Joint projects between Libraries/Museums	2009-11	Staff resource Arts Education Team	Freedom Day workshops; Local Heroes 'Copying James Watt' project; Routes to Roots project	Better awareness of local history and heritage, particularly among young people	OpTL/Curator	% increase in visitors using the Watt Library and Museum % increase use of Local History Hub
P10	Develop range of feedback opportunities	2009-11	Staff resource Budget allocation	Online customer feedback form; school pupil committee survey; citizen's forum; workshops / activity / book	Mechanism in place to measure staff and customer	DevTL/OpTL	Number of surveys carried out

				group evaluations; Adult Literacy; staff training evaluations; Performance Reviews; customer forums; Learners' Forum;	satisfaction		

SERVICE PLAN 2008/9 – 2010/11

SERVICE: **Regeneration and Resources :Economic and Social Regeneration : Libraries**

SERVICE AREA : Meeting Readers Needs

REF	KEY OBJECTIVE • KEY ACTIVITIES	TIMESCALE	INPUTS	OUTPUTS	OUTCOMES	RESPONSIBILITY	PERFORMANCE MEASURE
M1	Review stock layout and presentation	2009-11	Staff resource Budget allocation; Literacy Team;	Better stock guiding; more flexible shelving; new displays created; colour coded; dump bins; returns trolleys; redesign reference layout; introduce location map; new shelving in Music	Improved stock displays	OpTL	Increased issues
M2	Improve OPAC	2009-10	Staff resource Budget allocation	Upload more Libraries information	Better use made of catalogue	DevTL	Increased use of catalogue; Statistics for Reserves /Requests and Suggestions
M3	Analyse magazine / newspaper survey in the light of the increased budget allocation	2009-10	Staff resource Budget allocation	Revised list of newspapers and magazines for each library	Better use made of newspaper resources	OpTL	Increased use of magazines / newspapers
M4	Improve stock taking exercise	2009-10	Staff resource Budget allocation	Purchase wireless handheld scanners; review stock and assess against each library	Catalogue cleaned up and more accurate	OpTL	Reduction in number of incorrect catalogue listings
M5	Explore initiatives to encourage new customers / new locations. Widen range and location of activities and	2009-11	Staff resource Budget allocation	Develop programme of educational visits; increase uptake of summer reading challenge; Reading Festival; extend Saturday/holiday craft	Better choice of library resources made available to wider community	OpTL	% increase in library membership; increased issues

	events			activities			
M6	Use Web to highlight Reader Development activities	2009-11	Staff resource Budget allocation	Reader Reviews; Forums; Junior Bestseller List;	Improved interface with readers	OpTL	Increased issues
M7	Improve and consolidate stock selection policy	2009-10	Staff resource	Include emergent readers and electronic resources in the policy	More informed stock selection decisions	OpTL	Increased issues; increased use of 24/7 Library
M8	Improve stock circulation	2009-10	Staff resource Budget allocation	Investigate Spydus' stock rotation capabilities; investigate the provision of free requests	Total stock opened up between branches	DevTL	Increased issues, increased requests
M9	Produce Reader Development strategy	2009-11	Staff resource Budget allocation	Strategy to oversee the £300k bookfund	More informed stock selection decisions; better targeted events; better support for reading and literacy; appropriate use of additional funding	OpTL	Increased issues

Inverclyde Libraries Service Improvement Plan

SERVICE PLAN 2008/9 – 2010/11

SERVICE: : Regeneration and Resources :Economic and Social Regeneration: Libraries

SERVICE AREA : Learners' Experiences

REF	KEY OBJECTIVE • KEY ACTIVITIES	TIMESCALE	INPUTS	OUTPUTS	OUTCOMES	RESPONSIBILITY	PERFORMANCE MEASURE
LE1	Develop range of learning resources	2009-11	Staff resource Budget allocation	Learners' collections set up; Learning leaflet / course planner; set up Online Learning Forum	Improved access to learning opportunities	DevTL	Increased number of learners on database; Increased interest/ requests for multimedia classes
LE2	Promotion of adaptive technologies	2009-10	Staff resource Budget allocation	ABC project; signage and guiding for VIPs; CCTV; Braille Service; Dolphin software;	Learning opportunities for people with additional learning support needs promoted	Libraries Manager/DevTL	Increased number of ABC learners; Progression information; Learner feedback; Partner feedback; Improved staff skills measured at PRs
LE3	Develop alternative service delivery	2009-11	Staff resource Budget allocation	WOOPI project; Saturday / evening classes; summer holiday classes; ABC project; ESOL project	Targeted learning made available	Libraries Manager/DevTL	Increased number of targeted learners Activities/no of learners; Increased number of options
LE4	Achieve ILA Provider status	2009-10	Staff resource Budget allocation	Creation of ILA approved classes; set up of effective administration processes for ILAs	A more secure and library-controlled learning provision; possible income stream	Libraries Manager	ILA provider status awarded
LE5	Expand range of classes and extend	2009-11	Staff resource Budget	Information Literacy; Leisure & Art;	Better choice for learners	DevTL	Activities/no of learners;

	to other libraries		allocation				Increased number of options
LE6	Improve existing projects by introducing refresh training	2009-11	Staff resource Budget allocation	Hold training sessions and work with relevant partners to prepare staff for projects/initiatives	Better informed and more confident staff	DevTL/OpTL	Numbers of staff receiving training; Evaluation forms
LE7	Support CLD partners to ensure joined-up approach to the learning network	2009-11	Staff resource Budget allocation	Representation at ALL sub-groups; representation at CLD meetings	Better choice for learners and access to wider learning network	Libraries Manager	Number of meetings attended; Action plan; PIP; Joint ventures etc; Planning days & Training; Meeting updates
LE8	Develop learners' progression, guidance and personal development opportunities	2009-10	Staff resource Budget allocation	Development of 'moving on' form/database in partnership with CLD; Developments in PN Team data collection	More confident learners	DevTL	Increase in number of learners progressing to next level on learners' database; ABC project/AL evaluation forms/ testimonials
LE9	Increase provision and uptake of learning opportunities for socially excluded/unemploy ed people in Inverclyde	2009-11	Staff resource Budget allocation	Referral system set up with local organisations who deal with potential learners who are traditionally harder to reach	Learning opportunities for hard-to-reach groups	DevTL	Increase in learners aged 16-25; increase in learners 26-40

SERVICE PLAN 2008/9 – 2010/11

SERVICE: **Regeneration and Resources** : **Economic and Social Regeneration: Libraries**

SERVICE AREA : Ethos & Values

REF	KEY OBJECTIVE ● KEY ACTIVITIES	TIMESCALE	INPUTS	OUTPUTS	OUTCOMES	RESPONSIBILITY	PERFORMANCE MEASURE
E1	Improve marketing and promotion	2009-11	Staff resource Budget allocation	Newsletter; induction packs; new libraries logo; improved OPAC, improved website, email mailing list; SDI alerts	Heightened public awareness of services provided; develop a brand for libraries	DevTL	% increase in library membership. % increase in visitors; Outreach info
E2	Develop marketing plan for libraries and museums	2009-10	Staff resource Budget allocation	Strategy for future action	Prioritisation of marketing and promotional activities; ensuring customer needs are responded to	DevTL/Curator	% increase in library membership. % increase in visitors; % increase in issues
E3	Liaise with local groups to use library space	2009-10	Staff resource Budget allocation	Regular library exhibitions	Community ownership of library space	OpTL	Increased number of exhibitions, displays
E4	Identify library communities and priorities for individual libraries	2009-11	Staff resource Budget allocation	Branch Library Profiles; branch service plans	Libraries are tailored to serve particular communities	DevTL/OpTL	Increased issues and visitors
E5	Improved knowledge of user/non-user perceptions of the library	2009-11	Staff resource Budget allocation	Customer/lapsed user survey; customer focus group	Services/resources better targeted to customer need; improve perceptions of non-users and encourage membership	DevTL/OpTL	Increased issues and membership
E6	Refresher customer care training for staff	2009-10	Staff resource Budget allocation	Customer care training session for all library assistants	Better trained and more confident staff; satisfied	OpTL	Number of staff completing training; training evaluation

					customers		forms

SERVICE PLAN 2008/9 – 2010/11

SERVICE: **Regeneration and Resources :Economic and Social Regeneration: Libraries**

SERVICE AREA : Organisation and use of Resources and Space

REF	KEY OBJECTIVE • KEY ACTIVITIES	TIMESCALE	INPUTS	OUTPUTS	OUTCOMES	RESPONSIBILITY	PERFORMANCE MEASURE
O1	Carry out audit of all public spaces	2009-10	Staff resource Budget allocation	All foyer areas improved; area set up for AL tutors/users near Central Library training room; study area introduced in Central Lending Area; New signage;	Improved display and access	OpTL	Improved customer satisfaction
O2	Implement findings of Library Service Review	2009-11	Staff resource Budget allocation	Refurbishments carried out, DDA issues addressed; new libraries planned at Kilmacolm/Rankin Park	More effective investment in service and buildings	Libraries Manager	% increase in membership and visitors
O3	Develop Spydus product to improve efficiency	2009-11	Staff resource Budget allocation	Reports set up for performance / evaluation; EDI; stock rotation; email alerts	More efficient use of staff time;	DevTL	Decrease in manual operations
O4	Develop staff training programme	2009-11	Staff resource Budget allocation	Update and refresh staff knowledge through planned training programme; evaluation forms	Highly trained, skilled staff; improved staff confidence	DevTL/OpTL	Number of staff completing training; staff feedback at PRs

SERVICE PLAN 2008/9 – 2010/11

SERVICE: : Regeneration and Resources :Economic and Social Regeneration: Libraries

SERVICE AREA : Leadership

REF	KEY OBJECTIVE • KEY ACTIVITIES	TIMESCALE	INPUTS	OUTPUTS	OUTCOMES	RESPONSIBILITY	PERFORMANCE MEASURE
L1	Explore consortium working across authorities	2009-11	Staff resource Budget allocation	Shared service delivery with Renfrewshire and East Renfrewshire (e.g. Customer Care Training)	Shared services with wider skills base	Libraries Manager/DevTL	SLAs set up with other local authorities
L2	Set up performance management working group to look at statistics and performance management	2009-10	Staff resource	Monthly performance report, details fed back to all staff at staff meetings	Improved understanding of importance of statistics and performance	Libraries Manager/DevTL	Enhanced service delivery; improved performance
L3	Improve internal communication	2009-10	Staff Resource	Diary for job share/part-time staff; formalise receipt of minutes; News Sheet for special issues (e.g. Performance Reviews)	Better informed staff; improved staff involvement	Libraries Manager/DevTL/OpTL	No of meetings held; minutes produced
L4	Ensure staff at all levels are involved in service planning and development	2009-10	Staff resource	Staff Newsletter; regular meetings; working groups; performance feedback for each library / benchmarks; Branch Profiles; updated PLQIM templates; library assistant goals and objectives cascaded from service plan	Greater buy-in from staff re service developments	Libraries Manager/DevTL/OpTL	Positive feedback at Performance Reviews
L5	Achieve IIP accreditation for	2009-10	Staff resource	Public recognition	Increased staff morale, improved	Libraries Manager	Improved staff morale; higher staff

	Libraries and Museums		Budget allocation		performance, framework for planning future strategy, increased efficacy of training and development activities		retention rate; reduced absenteeism

SERVICE PLAN 2009/10 – 2011/12

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SERVICE: Regeneration and Resources :Economic and Social Regeneration : Museum

SERVICE AREA : Governance and Museum Management

REF	KEY OBJECTIVE KEY ACTIVITIES	TIMESCALE	INPUTS	OUTPUTS	OUTCOMES	RESPONSIBILITY	PERFORMANCE MEASURE
GM M1	Regain Museum Accreditation from the MLA	2009-11	Staff resource	Progress reports	Improved performance in highlighted areas of service	Curator	Accreditation status retained
GM M2	Continue consortium working across authorities via West of Scotland Museums and Heritage Partnership	2009-10	Staff resource	Joint project reports, services provided	Increased knowledge of collections or better services	Curator	Projects completed
GM M3	Continue formal Service Planning	2009-10	Staff resource	Service Improvement Plan; Annual Report;	Improved service planning	Curator	Plans monitored regularly at staff meetings
GM M4	Ensure staff at all levels are involved in service planning and development	2009-10	Staff resource	Staff Newsletter; regular meetings	Greater buy-in from staff re service developments	Curator	Positive feedback at Performance Reviews
GM M5	Improve internal communication	2009-10	Staff Resource	Staff Newsletter, minutes	Better informed staff Improved staff involvement;	Curator	No of meetings held; minutes produced;
GM M6	Achieve IIP accreditation for Museum	2009-10	Staff resource Budget allocation	Public recognition	Increased staff morale, improved performance, framework for planning future strategy, increased	Curator – and all staff	Improved staff morale; higher staff retention rate; reduced absenteeism

REF	KEY OBJECTIVE KEY ACTIVITIES	TIMESCALE	INPUTS	OUTPUTS	OUTCOMES	RESPONSIBILITY	PERFORMANCE MEASURE
					efficacy of training and development activities		
GM M7	Review feedback arising from Performance Reviews	2009-10	Staff resource Budget allocation	Progress report produced; Action Plans reviewed; mission statement, objectives, standards adopted	Better use of staff skills and interests;	Curator	Positive feedback at Performance Reviews; Action plans completed
GM M8	Implement findings of Library and Museum Service Review	2009-12	Staff resource Budget allocation	Refurbishments carried out, DDA issues addressed;	More effective investment in service and buildings	Libraries Manager, Curator	% increase in visitors
GM M9	Roll out Equality Initiatives (disability, race etc.)	2009-10	Staff resource Budget allocation	Equality Impact Assessments	Groups and Individuals with additional learning support needs targeted and made aware of museum services	Libraries Manager, Curator,	Number of people with special needs visiting
GM M10	Update Museum Management Rules	2010-11	Staff resource	Revised Museum Management rules	More appropriate management rules applied	Libraries Manager, Curator,	Committee approval obtained
GM M11	Improve Staff skills and knowledge	2009-12	Staff resource Budget allocation	Refresh skills training	Highly trained, skilled staff	Curator	Number of staff completing training

SERVICE PLAN 2009/10 – 2011/12

SERVICE: : Regeneration and Resources :Economic and Social Regeneration: Libraries

SERVICE AREA : User Services

REF	KEY OBJECTIVE KEY ACTIVITIES	TIMESCALE	INPUTS	OUTPUTS	OUTCOMES	RESPONSIBILITY	PERFORMANCE MEASURE
US1	Develop marketing plan with libraries	2009 - 10	Staff resource Budget allocation	Newsletter; email mailing list, new suite of leaflets in different formats	More informed museum users	Curator	% increase in on-site visitors
US2	Improve	2009 10	Staff resource	Added contacts on mailshot	Better informed	Curator	Increased visits

	communication by improving contacts database			database	citizens		from members of the public
US3	Develop Museum web pages	2009-12	Staff resource	Increased collections content on web pages	Non Museum/ remote users more aware of collections.	Curator	% increase in number of web sessions.
US4	Improve access to the Local History Collection	2009-12	Staff resource Budget allocation	Work with partners on joint initiatives; develop "the Hub" and other online resources / databases; roll out staff training programme	Better informed citizens: improved staff awareness and confidence	Local History Group	% increase in "visitors" using the Museum
US5	Develop tourism provision	2009-12	Staff resource	Clearly identified information for tourists	More user friendly service for tourists	Curator	% increase in tourists seeking information
US6	Develop outreach to new audiences	2009-12	Staff resource	Museum staff take Museum out to public via stalls	More awareness of service	Curator	% increase in visitors new to Museum
US7	Develop opportunities to work with vulnerable groups e.g. Glenburn Special School	2009-11	Staff resource Budget allocation	Projects completed	Vulnerable visitors gain confidence and learn skills	Curator – and all staff	% increase in visits from vulnerable groups
US8	Develop programme of informal activities for children aged 5 – 12 years	2009-12	Staff resource Budget allocation	Children participate in activities	Children are involved in creative pursuits and learn skills	Curator	% increase in numbers participating in activities
US9	Work with partners to create special targeted learning initiatives	2009-12	Staff resource Budget allocation Grants	Projects completed, e.g. Roots to Routes, Their Past Your Future, Local Heroes	Groups targeted to study topics in depth	Curator, Arts Education Team and community groups	Numbers attending special projects
US 10	Develop programme for Community History Group	2009-10	Staff resource Budget allocation	Public meetings rolled out; Volunteers Forum set up; Funding bids investigated; development of the HUB	Better awareness of local history and heritage	Libraries Manager and Local History Group;	Number of people attending meetings / forum; membership of the Hub

US 11	Install Netloan on Public Computers	2009-10	Staff resource Budget allocation	Software installed and running	Better control of public IT facility	Curator	Installation completed

SERVICE PLAN 2009/10 – 2011/12

SERVICE: : Regeneration and Resources :Economic and Social Regeneration : Libraries

SERVICE AREA : Visitor Facilities

REF	KEY OBJECTIVE KEY ACTIVITIES	TIMESCALE	INPUTS	OUTPUTS	OUTCOMES	RESPONSIBILITY	PERFORMANCE MEASURE
VF1	Retain 4 star Visitor Attraction rating from VisitScotland	2009-10	Staff resource	Report of visitor attraction status	Improved stock displays	Curator	4 star Visitor Attraction status retained
VF2	Renew shop lighting	2009-10	Budget allocation	Better and more reliable lighting shelving	Improved stock displays	Curator	Lighting installed
VF3	Renew Watt Hall lighting	2009-11	Budget allocation	Better lighting for exhibitions and events	Enhanced display and event environment	Curator, Property	Lighting installed
VF4	Renew external and internal paintwork	2009-10	Budget allocation	Front door, gate and external paintwork refreshed, public toilets repainted	Improved appearance of building complex	Curator, Property	Work completed
VF5	Renew Watt Hall decor	2009-12	Budget allocation	Replace wall covering and floor covering	Improved appearance of main temporary exhibition space	Curator, Property	Work completed
VF6	Review security and health and safety issues within Museum	2009-12	Budget allocation	Replace wall covering and floor covering	Improved appearance of main temporary exhibition	Curator	Work completed

					space		
VF7	Rehang Art Gallery	2009-10	Staff resource	Reorganise picture display	Refreshed display	Curator	Work completed
VF8	Renew Watt Hall decor	2009-12	Budget allocation	Replace wall covering and floor covering	Improved appearance of main temporary gallery	Curator, Property	Work completed
VF9	Review lighting in Complex	2009-10	Staff resource, Budget allocation	Lighting reorganised	Improved facility health and safety	Curator	Work completed
VF 10	Install baby changing facility	2009-10	Budget allocation	Facility installed	Improved facility for families	Curator, Property	Work completed

SERVICE PLAN 2009/10 – 2011/12

SERVICE: : Regeneration and Resources :Economic and Social Regeneration: Museum

SERVICE AREA : Collections Management

REF	KEY OBJECTIVE KEY ACTIVITIES	TIMESCALE	INPUTS	OUTPUTS	OUTCOMES	RESPONSIBILITY	PERFORMANCE MEASURE
CM 1	Carry out storage audit	2009-10	Staff resource Budget allocation	New storage Layouts	Storage requirements known	Curator	More efficient use of space
CM 2	Update Forward Documentation Plan	2009-10	Staff resource	New proposals for addressing documentation backlogs	Improved quality of catalogue records	Curator	Increased proportion of items catalogued
CM 3	Update Acquisition and Disposal Policy	2009-10	Staff resource	New Acquisition and Disposal Policy	Policy up to date for current requirements	Curator	Policy approved by Committee
CM 4	Continue collection inventory	2009-10	Staff resource Budget	Updated record on PastPerfect database	Improved knowledge about	Curator	Increased number of objects inventoried

			allocation		collections		
CM 5	Organise insurance Valuation	2009-10	Staff resource Budget allocation	Updated Valuation list	Improved knowledge about collection importance	Curator	Updated insurance records of objects
CM 6	Continue conservation monitoring	2009-12	Staff resource	Charts for T^o and RH, Lux and UV for building	Improved monitoring	Curator	Continuous monitoring of environmental conditions achieved
CM 7	Conserve art works and other objects	2009 - 12	Staff resource Budget allocation	More pictures and objects in display condition	Improved availability of items for display	Curator	No of items conserved

Library and Museum Service Mission Statement:

"to enhance and enrich the learning, leisure and cultural experiences of people who live, work and visit Inverclyde"

Library and Museum Service Objectives:

- To encourage and promote lifelong learning by providing access to reading, literacy and ICT opportunities and encouraging an appreciation of culture and the arts
- To promote lifelong learning, enhance leisure experiences and encourage an appreciation of culture and the arts by maximising access to museum collections
- To promote economic and social regeneration by improving the health and quality of life within communities and attracting visitors to the area
- To promote social inclusion by endeavouring to ensure that facilities and services are open and accessible
- To support the active citizen's information requirements

Library and Museum Service Goals for 2009-12:

- Roll out recommendations from Service Review
- Conduct feasibility study and options appraisal of the Watt Library and McLean Museum
- Retain Accredited Status for the McLean Museum & Art Gallery in 2011

Library and Museum Service Goals for 2009/10

- Achieve a score of 4 (good) or better in one PLQIM assessment module
- Develop the Spydus Library Management System to improve customer interface and increase efficiency
- Achieve ILA provider status for Libraries
- Achieve IIP status for Libraries and the Museum
- Service improvement through staff development (e.g. training programme, ICTL)
- Roll out a programme of targeted work with socially excluded / vulnerable groups (e.g. Help with Homework club, links with Glenburn Special School)
- Devise a marketing plan for the library and museum services
- Through the Local History Group work towards improving public access to local history and supporting the Community History Strategy
- Review performance data to enhance service delivery
- Continue to oversee £300k library bookfund allocation for 2008-11 with appropriate reader development activities to promote the resources
- Work on joint projects focusing on the Museum and Library collections

Customer Service Standards

We will ensure that:

- Our staff are welcoming, identifiable and trained to provide information, advice and assistance in a helpful and professional manner

- You will be served courteously and promptly

- Services are appropriate to meet the needs of each community

- Services are provided to all, irrespective of age, sex, cultural background, disability or sexual orientation

- Your confidentiality is respected and meets requirements in respect of the Data Protection Act

- Accurate up-to-date information about our services, opening hours and charges is available

- All enquiries are dealt with in a prompt and efficient manner and if we cannot find the information we will inform you

- We will consult and work with you on a regular basis so you can tell us what you want services to do for you

- Rules and regulations relating to library use and membership - including the use of library computers - are on display / available from staff

- Comments and complaints are dealt with within ten working days, according to Inverclyde Council's approved corporate procedure

- We will communicate with you using plain, jargon-free language

- We will tell you on a regular basis how well our services are performing, and take action where necessary

- We will continuously review our procedures and improve or amend them in the light of customer feedback

- Our buildings and equipment are safe, clean, tidy and well maintained

- We will ensure that wherever possible services and facilities are accessible for people with disabilities – but if this is not achievable within existing resources, that alternative service delivery is offered

- Ensure that statutory and regulatory requirements for the operations of buildings are met in respect of Health and Safety Regulations (and the Disability Discrimination Act) – and if any of these requirements cannot be met, that these are identified and appropriate action is taken

- Give advance notice of any planned changes to service times or facilities where possible, and in the event of unplanned changes give an explanation as early as possible

How you can help us:

- Be fair and honest in your dealings with us
- Treat our employees with courtesy and respect
- Take care of museum property
- Show consideration for other museum users
- Abide by our Library and Museum Management Rules
- Let us know if you have enjoyed your visit to the library / museum
- Give us constructive feedback that we can use to continuously improve our services

If, at any time, you feel that we fall short of these standards please tell us:

- By speaking to the member of staff concerned
- By asking to see a senior member of staff
- By making use of our feedback forms
- By contacting the Library Manager / Curator direct

You can contact us at:

Inverclyde Libraries
Central Library
Clyde Square
Greenock
PA15 1NA
Tel : 01475 712323
E-mail : library.central@inverclyde.gov.uk

The McLean Museum and Art Gallery
15 Kelly Street
Greenock
PA16 8JX
Tel: 01475 715624
E-mail : museum@inverclyde.gov.uk

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