

Library Service Transformation

Strategy to 2020

Approved 18 April 2016



 Hampshire
County Council

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Building a Vision for Hampshire's Libraries

Process

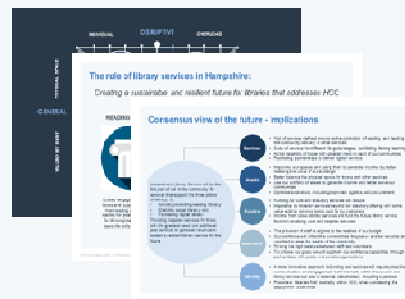
1 Insight Customer research

- Engaging with Hampshire residents and library members to gather first-hand insight and opinion on current and future library services
- Building a fact base of societal themes and consumer trends and the associated implications for libraries



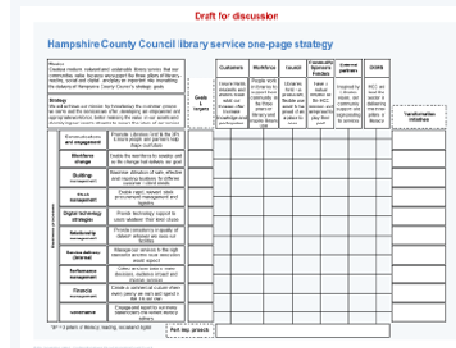
2 FutureScape Setting the future context

- Worked collaboratively with a cross-departmental Hampshire County Council team
- Developed a consensus of the future context in which HCC libraries services will have to operate and succeed, and the implications



3 Strategy Develop the strategy

- Defined the Library service's mission and strategy based on the context and implications identified in phase 2
- Identified key stakeholder groups and business processes, associated goals and initiatives



Draft Vision

Our vision

Thriving libraries inspiring a love of reading and supporting strong, digitally skilled communities.

READING



Actively engaging people through books and reading. Focusing on early-stage learning to cultivate reading for pleasure and a passion for life-long learning

COMMUNITY



Using our assets within the community to provide the information and deliver the skills people need to support themselves and each other.

DIGITAL



Targeting digital inequality and providing skills, training and resources to access a range of online services.



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Mission



Our Mission

Create a modern, relevant and sustainable library service, valued by our communities. Support the aims of Hampshire County Council through delivering our vision and targeting services to those most in need.

Actively targeting literacy, focusing on the early-years, promoting the benefits of reading and life long learning

Broadening and deepening the reach of public services in Hampshire through different delivery models

Collaborating with other services and organisations to enhance our offer

Continuing to develop an empowered and appropriately skilled workforce

Making best use of our assets

Diversifying and increasing our income streams



Strategy (Business Plan)

One-page strategy

Strategy We will achieve our mission by; broadening the customer groups we serve and the services we offer, developing an empowered and appropriate workforce, better realising the value in our assets, developing strong partnerships and diversifying our income streams to secure the future of our service		Customers	Workforce	Council	Community Sponsors Funders	External partners	DCMS	T21 Projects
		Ensure Hants residents and visitors know what our libraries offer. Increase knowledge and participation	People work in libraries to support their community in the three core ambitions and inspire library use	Libraries First – a productive, flexible use asset to be proud of as a place to see	Have a mutual respect for the HCC mission and are proud to play their part	Inspired by Libraries vision, our community support and sign-posting to services	Recognised HCC for delivering excellent libraries– HCC part of the national conversation	
Business processes	Communications and engagement	Enable our staff and stakeholders to help shape our future. Promote 'Libraries First' & the three core ambitions.						
	Workforce change	Deliver a new affordable operating model and a culture which enables us to achieve our mission and strategy						
	Buildings management	Maximise utilisation of safe, effective and inspiring locations for different customer / client needs						
	Stock management	Provide relevant and targeted stock to meet the needs of our customers; managed efficiently						
	Digital infrastructure	Provide the right digital platforms to deliver an efficient service, focused on the strategic priorities						
	Strategic partnerships	Broaden the reach and impact of public services within Hampshire through collaborative partnerships						
	Service offer	Review what we do and how we deliver it to ensure the offer reflects strategic priorities, statute and commercial requirements						
	Performance management	Collect and use data to make decisions, evidence impact and improve services						
	Financial management	Develop a robust financial plan and a commercial culture to increase income and deliver the service at a reduced revenue budget						



Next Steps



- Further staff and Member engagement
- Public (and stakeholder) consultation
- Strategy development (integration with T21 and Service Business Plan)