

North Tyneside Council Report to Cabinet Date: 14 November 2016

ITEM 6(d)

Title: Library Strategy
2016-21

Portfolio(s): Leisure, Culture and
Tourism

Cabinet Member(s): Councillor Eddie
Darke

Report from Service
Area:

Environment, Housing and Leisure

Responsible Officer:

Phil Scott, Head of Environment,
Housing and Leisure

(Tel: (0191)6435295)

Wards affected:

All

PART 1

1.1 Executive Summary:

In 2011 Cabinet agreed a five year strategy for libraries in North Tyneside. During that five year period the service has been modernised; vibrant public spaces that are flexible and welcoming have been created; and opportunities for people to meet and participate in the social and cultural life of their community have been extended.

The priorities outlined in the Library Strategy 2016-21 build upon existing practice and experience in North Tyneside; take into account the emerging national strategy for libraries as articulated through the Department for Culture, Media and Sport (DCMS); and reflect the outcomes of public engagement undertaken in September 2016.

The purpose of this report is to approve a library strategy for the Authority.

1.2 Recommendation(s):

It is recommended that Cabinet:

- (1) approve the Library Strategy 2016-21 (Appendix One); and
- (2) delegate authority to the Head of Environment, Housing and Leisure in consultation with the Cabinet Member for Leisure, Culture and Tourism, to arrange appropriate measures to implement the strategy.

1.3 Forward Plan:

Twenty eight days notice of this report has been given and it first appeared on the Forward Plan that was published on 12 September 2016

1.4 Council Plan and Policy Framework

This report relates to the following priorities in the 2016/19 Our North Tyneside Plan:

Our people will be listened to, and involved by responsive, enabling services - See more at: <http://my.northtyneside.gov.uk/category/470/our-people#sthash.lj98OAtg.dpuf>

Our people will be healthy and well – with the information, skills and opportunities to maintain and improve their health, wellbeing and independence - See more at: <http://my.northtyneside.gov.uk/category/470/our-people#sthash.lj98OAtg.dpuf>

Our places will be places that people like living in and will attract others to either visit or live - See more at: <http://my.northtyneside.gov.uk/category/471/our-places#sthash.kbb61CbB.dpuf>

1.5 Information:

1.5.1 Background

As outlined to Cabinet in the report dated 11 July 2016, there have been major improvements to library provision in North Tyneside over the past five years. The aspirations for the development of the service over the next five years were set out in a Draft Library Strategy 2016-21, which Cabinet agreed should be subject to public engagement over the summer. The draft strategy outlined six priorities as indicated below:-

- Books for the best start in life
- Reading to improve life chances
- Digital literacy
- Information for life
- Learning throughout life
- Libraries for a healthier life

The detail behind these priorities is outlined in the Library Strategy 2016-21 at Appendix One. The priorities reflect those of the Society of Chief Librarians, Arts Council England and the National Libraries Task Force.

Public engagement was programmed over the summer to test these priorities with customers in North Tyneside. The outcomes from this process have informed the final strategy to be considered by Cabinet. A summary of the key responses from the engagement exercise, which showed significant public support for library services, is included at Appendix Two.

The process of public engagement, followed by the adoption of a new library strategy, will ensure that the Council will continue to meet its statutory obligation, to deliver a “comprehensive and efficient” library service, as required under the terms of the Public Libraries and Museums Act 1964.

1.6 Decision options:

The following decision options are available for consideration by Cabinet:

Option 1

To agree the report thus agreeing a new strategy for library services to cover 2016-21;

Option 2

Not to agree the report and, by failing to develop a new strategy, put Council in breach of its statutory duty under the Public Libraries and Museums Act 1964.

Option 1 is the recommended option.

1.7 Reasons for recommended option:

Option 1 is recommended for the following reasons:

The initiation adoption of a library strategy will ensure compliance with the statutory duty as outlined in the Public Libraries and Museums Act 1964.

1.8 Appendices:

Appendix One: Library Strategy 2016-21 (North Tyneside Council October 2016)

Appendix Two: Summary of public engagement responses (August/September 2016)

Appendix Three: Equality Impact Assessment (October 2016)

1.9 Contact officers:

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1.10 Background information:

The following background papers have been used in the compilation of this report and are available at the office of the author:

(1) Independent Library Report for England (DCMS 2014)

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/388989/Independent_Library_Report-18_December.pdf

(2) Libraries Deliver: Ambition for Libraries 2016-21 (DCMS 2016)

<https://www.gov.uk/government/consultations/libraries-deliver-ambition-for-public-libraries-in-england-2016-2021>

(3) The North East of England's Case For Culture (Culture North East 2015)

<http://www.northeastcouncils.gov.uk/file.aspx?id=266>

(4) The Culture White Paper (DCMS 2016)

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/510798/DCMS_The_Culture_White_Paper__3_.pdf

PART 2 – COMPLIANCE WITH PRINCIPLES OF DECISION MAKING

2.1 Finance and other resources

There are no direct financial implications arising from this report. It is anticipated that the Library Strategy can be delivered from existing resources. Any aspects of delivery that give rise to additional financial implications will be brought to Cabinet / Council, as appropriate, for a decision before any expenditure is incurred.

2.2 Legal

The statutory obligations of local authorities to provide a “comprehensive and efficient” library service are outlined in the Public Libraries and Museums Act 1964

2.3 Consultation/community engagement

2.3.1 Internal Consultation

Cabinet Member Leisure, Culture and Tourism
Culture and Leisure Sub Committee
Senior Leadership Team

2.3.2 External Consultation/Engagement

Detailed public engagement undertaken from the 31st August – 25th September 2016, the outcomes of which are summarised at Appendix Two.

2.4 Human rights

There are no direct Human Rights Act implications arising from the report.

2.5 Equalities and diversity

An equality impact assessment has been developed, it demonstrates how due regard has been given to the impact that achievement of the strategy’s objectives could have on people with protected characteristics.

The EIA will also inform the implementation of the strategy and will be reviewed annually as the strategy is delivered. A copy of the EIA is included at Appendix Three.

2.6 Risk management

The major risks associated with this report are those of non-compliance with the statutory duty as previously indicated.

2.7 Crime and disorder

Evidence suggests that engagement with books and literacy at an early age is a significant indicator in preventing later risk taking and criminal behaviour.

2.8 Environment and sustainability

There are no environment or sustainability issues arising directly from this report.

PART 3 - SIGN OFF

- Deputy Chief Executive X
- Head(s) of Service x
- Mayor/Cabinet Member(s) x
- Chief Finance Officer x
- Monitoring Officer x
- Head of Corporate Strategy x

Words, Well-Being and Wi-fi Library Strategy 2016-2021



Date: October 2016



1. Introduction

Visiting a library is the most popular public activity in the UK. It is more popular than attending a football match, the cinema, a theme park or even attending Accident and Emergency. There were 282 million visits to UK libraries in 2013/14.

The importance of libraries as community hubs has long been recognised. They offer a safe, non-judgmental, trusted space that is open to all, with expert staff to support and advise customers. Not only do libraries offer a wide range of digital and print resources, including books, information, e-books, online resources, free access to PCs and Wi-Fi, but they are also a gateway to an extensive programme of community and cultural events and exhibitions.

2. Our Achievements

We have made major improvements to our libraries over the last ten years. Since 2004 the Council has invested over £20 million in new library provision, including the development of three state of the art Customer First Centres.

In 2011 a five year strategy was produced for libraries in North Tyneside. During that five year period we have modernised the service; created vibrant public spaces that are flexible and welcoming; and provided opportunities for people to meet and participate in the social and cultural life of their community.

In the past five years, there were over 6.5 million visits to libraries in North Tyneside and more than 4 million items were loaned to customers. We gave out more than 27,000 free book packs to under 5s, over 10,500 children took part in the national Summer Reading Challenge, almost 9,000 children were given the opportunity to meet an author and more than 300,000 people attended our events programmes.

However, our libraries are not only buildings. We work with a wide range of partners to offer services that encourage independence and wellbeing, enabling people to do more for themselves, while supporting more vulnerable residents. We offer something for all age groups, from birth onwards and are relevant to many different life stages.

Much of the work we do is concerned with prevention and wellbeing within communities through our outreach teams, working with troubled families, providing resources to housebound residents, engaging with schools and offering opportunities for residents to access cultural events and community activities.

In developing plans for the next five years the changing role of libraries, in the context of a changing role for the Council will be reflected in the strategy. The contribution of libraries to making our citizens ready for work and school will be clear; how libraries contribute to our population being cared for and healthy will be evident; and it will also be obvious how libraries contribute to making North Tyneside a great place to live, consistent with the overall Council aim of creating a brighter future for its residents.

3. National Context

In 2014, the government commissioned William Sieghart to review the public library service in England. The *Independent Library Report for England*¹ recognises the role of libraries in providing “an infrastructure for life and learning”, and offering “support, help, education and encouraging a love of reading”. The review notes that the future of libraries as community hubs is essential for the wellbeing of the nation and libraries could and should play a major role in rectifying literacy standards and creating digital literacy².

Through the Department for Culture, Media and Sport (DCMS) a Leadership for Libraries task force was created in 2015 as a result of the review. The initial priorities of the task force are digital enablement, libraries adding value, best practice and workforce development.

In March 2016 the National Libraries Task Force published a comprehensive consultation paper, *Libraries Deliver: Ambition for Public Libraries in England 2016-21*. On the same day the government published its Culture White Paper, the first on the sector in over 50 years.

Taken together these papers represent a significant statement of intent on behalf of the government, in terms of the profile of culture, and in particular the role played by libraries in promoting literature, learning and literacy.

The Task Force report in particular highlights seven areas of ‘purpose’ which outline what libraries can achieve. These purposes are reflected in the objectives of the strategy and are consistent with existing practice in North Tyneside in positioning the library offer at the heart of community delivery.

The report follows on from previous work undertaken by Arts Council England (ACE), the national development agency for arts, museums and libraries in England, which commissioned a major research project in 2012/13 called *Envisioning the Library of the future*.

ACE identified three essential ingredients that define a public library:

- *A safe, creative community space that is enjoyable and easy to use, in both physical and virtual form.*
- *An excellent range of quality books, digital resources and other content*
- *Well-trained, friendly people to help users to find what they want either independently or with support*³

The Society of Chief Librarians (SCL), the professional association for leaders of public libraries, has set out its vision for the future of public libraries in England with a range of universal offers, describing services that all libraries should provide.

The universal offers are underpinned by the Children’s Promise, developed by the Association of Children’s and Education Librarians (ASCEL) and the Six Steps pledge to support visually impaired people.

Locally, the *North East of England’s Case for Culture*⁴ is a regional framework for investment in cultural activity for the next 15 years, led by the North East Culture Partnership in consultation with the cultural sector in the region.

¹ Sieghart, W. et al., *Independent Library Report for England*, DCMS (2014).

² Ibid

³ Davey, A., *The library of the future*, ACE (2013)

⁴ *The North East of England’s Case for Culture* Culture North East (2015)

Libraries are recognised as key focal points for the development of literacy, a love of literature and as centres to enhance learning. In the context of the wider aspirations to engage more of the region's population in cultural activity these are essential starting points.

4. Priorities

There have been major improvements to library provision in North Tyneside over the past five years. Our achievements and our aspirations for the development of the service over the next five years are set out in the six priorities below.

4.1 Priority One - Books for the best start in life

In 2013 a quarter of all children in the UK left primary school without the ability to read well. For poorer children, this proportion was higher, at 2 in 5 children. Performance is worst for white British boys on a low income, with 45% not able to read well by age 11. Boys are twice as likely to struggle to read as girls. This greatly increases their risk of being on low pay or unemployed in the future. Research also shows the importance of early language skills, as by age 3 there is already a gap between the reading skills of children from the more affluent and poorest families⁵.

There has been much research to demonstrate the impact of book sharing and the development of literacy and language on children's attainment at school. Being read to regularly as a child has a strong link to escaping poverty⁶.

A Department for Education (DFE) review of reading for pleasure among primary and secondary school children identified benefits including reading and writing ability, comprehension and grammar, better vocabulary, greater self confidence in reading, general knowledge, better understanding of other cultures and increased community participation. The important factors in promoting reading for pleasure were access to books and guidance and encouragement from parents and teachers⁷.

Save the Children recently launched the *Read On, Get on* campaign to get all children reading well at age 11 by 2025. The campaign is focused on celebrating the enjoyment of reading, supporting strong early language skills, support for primary schools, and support for parents.

Libraries support the development of children's literacy skills and encourage a love of reading from an early age. Research carried out by the Association of Children's and Education Librarians (ASCEL) sets out a national framework for 'children's library journeys', which identifies key times for library interventions, encompassing pre-natal, pre-school, transitions between schools and out of school engagement⁸.

4.1.1 Books for the best start in life – what we do now

Our programme of services for children and young people includes:

- Working with health visitors to deliver Bookstart, a national early intervention literacy programme that offers a gift of a free book to inspire a love of reading from birth

⁵ *Read On, Get On*, Save the Children (2014)

⁶ BOP Consulting, *Literature Review: The impact of reading for pleasure and empowerment*, The Reading Agency (2015)

⁷ Department for education (2012)

⁸ Crossley, L. *Children's library journeys*, ASCEL (2015)

- Focused early years activities such as Bounce and Rhyme and Toddler Tales
- Support and delivery of 10 Chatterbooks reading groups for young people
- Delivery of the Summer Reading Challenge and a full programme of summer activities
- A programme of literacy and cultural experiences, including reading promotions, author visits, film clubs, arts and crafts
- Participation in the Northern Children's Book Festival, the only children's literature festival in the UK which covers an entire region, enabling children to meet and interact with authors
- A wide range of books and resources for all ages in a variety of formats, including dual language and dyslexia-friendly
- Free access to computers, wifi and online resources
- Outreach work e.g. trouble families
- A dedicated Schools Library Service providing a range of resources, advice and Continued Professional Development opportunities for schools

4.1.2 Books for the best start in life – our aspirations

- Raise literacy standards by providing opportunities for children to widen their access to reading and share reading experiences
- Provide access to good quality books and other resources in a variety of formats that meet the needs of children and young people of all ages
- Embed the aspiration to promote literacy as key to the Council's ready for school, work and life objectives
- Deliver the *Year 3, books for me!* Project to promote library membership for year 3 children
- Provide opportunities for children and young people to participate in cultural activities with authors, artists and illustrators
- Fully participate in delivery of national initiatives such as *Reading: the next steps*, *Read On, Get On* and the *National Reading Strategy*
- Support children and young people to achieve the Arts Award
- Offer year-round volunteering opportunities for children and young people

4.1.3 What will success look like?

Our young people will be supported to be ready for school, work and life, through improved literacy, enhanced opportunities to enjoy reading for pleasure, sharing their reading experiences and the ability to access an exciting, diverse range of cultural and learning opportunities.

4.2 Priority Two - Reading to improve life chances

National data from the Department of Culture, Media and Sport (DCMS) suggests that 69% of adults regularly read for pleasure⁹. Studies have shown that reading for pleasure promotes emotional intelligence by encouraging empathy and the ability to understand ourselves and others. It creates a sense of community, feelings of social inclusion and social interaction¹⁰.

Reading helps to improve skills at the same time as increasing enjoyment, self-confidence and motivation. In England, poor literacy is more closely linked to low pay and the risk of

⁹ *Taking Part: the national survey of Culture, Leisure and Sport*, DCMS (2014)

¹⁰ Billington 2015 cited in BOP Consulting, *Literature Review: The impact of reading for pleasure and empowerment*, The Reading Agency (2015)

being unemployed than in any other developed country¹¹. In accordance with the Council's goals of ensuring that young people are ready for work and life, promoting reading for pleasure is a vital component of improving life chances. As a library service we play a vital role in encouraging reading for pleasure for all ages by giving everyone in the local community access to reading materials. Our work with readers (reader development¹²) builds people's literacy levels, confidence, self-esteem and well-being.¹³

4.2.1 Reading to improve life chances – what we do now

Our well-established programme of reader development activities includes:

- Delivery of 19 library-based reading groups and support for a further 32 community groups
- Participation in a variety of reading promotions and challenges
- A programme of successful author events, hosting bestselling authors such as Ann Cleeves and Val McDermid
- Working in partnership with other library authorities in the North East and nationally to bring 'meet the author' events to the region
- Outreach work in the community to support literacy and promote reading for pleasure.
- Targeted reading for specific audiences and in a variety of formats, e.g. e-books, large print, audio books, LGBT, foreign languages, emerging readers

4.2.2 Reading to improve life chances – our aspirations

- Support and promote the development of literacy and reading for pleasure
- Provide access to good quality books and other resources in a variety of formats that meet the needs of our customers
- Provide opportunities for people to widen their reading experiences and share their experience of reading
- Staff who are reading advocates and promote a passion for reading
- Involve our customers in stock and reader development

4.2.3 Reading to improve life chances - what will success look like?

Residents will have improved literacy and wellbeing through access to reading for learning and pleasure. They will find it easy to find a book to read and enjoy and to access opportunities to share their reading experiences.

4.3 Priority Three - Digital literacy

Over the next five years, digital technology will continue to develop and improve significantly. Smart-phones have already changed the way people communicate and access information and there has been a move away from physical media (CDs, DVDs). Demand for faster internet and streaming of media is likely to increase and video is increasingly being used to provide information. The cost of technology is likely to decrease, further enabling greater access. New types of hardware such as 3D printers are already

¹¹ *Read On, Get On, Save the Children* (2014)

¹² The term 'reader development' was first coined by Opening the Book, and means active intervention to:

- increase people's confidence and enjoyment of reading
- open up reading choices
- offer opportunities for people to share their reading experience
- raise the status of reading as a creative activity

Van Riel, Fowler & Downes, *The Reader-friendly Library Service*, The Society of Chief Librarians (2008), p.14.

¹³ <http://readingagency.org.uk/news/reading-facts003/> [accessed 10.11.14]

being used and new devices, such as smart watches are being developed. People are increasingly becoming 'makers', with computer and coding skills seen as more and more important¹⁴.

Ebooks are a development that has had a particular impact on libraries. In 2013 a third of UK homes had an e-reader. However, research has shown that three quarters of adults still prefer physical books and only 4% would solely use ebooks in the future¹⁵. The ability for libraries to lend ebooks is still limited, largely due to concerns from publishers about the impact this would have on book sales. Amazon, who make the most popular e-reader, Kindle, will not currently allow libraries outside the US to loan their titles. A recent national e-lending pilot has confirmed concerns among publishers.

While the future of ebook lending remains uncertain there is still a role for libraries to play in promoting greater self service and access to stock through electronic means. Promoting digital literacy will expand the range of options available to customers to access the service.

There is still a need to support those who are digitally excluded. Almost 6.7 million people in the UK have never used the internet. Of these, 72% are over the age of 65 and over half identify as disabled. Most are unemployed or on a low income. They are in danger of becoming increasingly isolated from mainstream society¹⁶.

According to the Government Digital Inclusion Strategy,¹⁷ 21% of the population lack basic digital skills. Reasons for this include: access, skills, motivation (the benefits to them of using the internet) and trust (feeling safe online). As services become 'digital by default' there is an increasing need to support people to gain digital skills.

Libraries have a key role to play in supporting the digital needs of the community, by helping children and parents understand the technology available; enabling equal access to technology; advising parents on reputable content and online safety; offering opportunities for parents and children to learn digital skills together; and enabling children to explore technology outside the school environment¹⁸.

4.3.1 Digital literacy – what we do now

- Free access to PCs, printers and scanners in every library
- Free wifi in all libraries some with dedicated laptop study space
- A range of online resources to support learning and leisure
- Downloadable audio and Ebooks services
- Online information about library services via the library catalogue and Council website, Facebook, Twitter and Pinterest accounts
- Provision of ICT courses, taster sessions and advice sessions
- Coding sessions for adults and children
- RFID and self service for library services and access to PCs
- Support for self service payment kiosks for Council transactions

4.3.2 Digital literacy – our aspirations

- Clear expression of our digital offer for customers
- Improve our internet presence

¹⁴ Shared Intelligence, *Digital Leadership Skills: Horizon scanning report to the Society of Chief Librarians*, SCL (2014)

¹⁵ BOP Consulting, *Literature Review: The impact of reading for pleasure and empowerment*, The Reading Agency (2015)

¹⁶ Shared Intelligence, *Digital Leadership Skills: Horizon scanning report to the Society of Chief Librarians*, SCL (2014)

¹⁷ Cabinet Office, *Government Digital Inclusion Strategy*, (2014)

¹⁸ Shared Intelligence, *Children's digital needs and libraries*, ASCEL (2014)

- Use of digital to support Arts Awards
- Upgrade of Wi-Fi facilities to better support customers
- 24/7 access to services through a virtual library presence

4.3.3 What will success look like?

Residents will have increased access to reading and learning opportunities through the use of digital technology. Communities will be supported to become digitally enabled so that residents can make full use of the benefits of digital resources and be fully included in modern society.

4.4 Priority Four - Information for life

Public libraries provide free, equal and non-judgemental access to a wide variety of national and local information. Libraries are a first point of contact to enable people to find reliable information on essential areas of life, including health, job-seeking, benefits, business start ups and leisure. Libraries also enable the community to contribute to the democratic provision of information by offering space for community information, meetings and activities.

As part of the Council's objective to ensure that its citizens are ready for work and life it is vital that residents have access to good quality information, with appropriate signposting. Library staff are trained navigators of information, able to help people find reliable, trusted information in print, online or via sign-posting to other services. Research with internet users shows that only doctors are trusted more than library staff to provide information¹⁹.

4.4.1 Information for life – what we do now

- Provision of a single point of access to a broad range of information in a variety of formats
- Trained staff who are able to navigate information and sign-post to other sources as needed
- Support for active citizenship by giving access to information about local democracy and local and national issues, e.g. Councillors surgeries, planning information, consultation sessions
- Access to local studies, heritage and family history resources through the Discover North Tyneside service
- Careers and job-seeking information and support, including job-clubs, careers advice sessions for young people and business start up advice sessions
- Provision of community and visitor information on local organisations, attractions and events
- Hosting of information and advice sessions in partnership with other organisations, e.g. Princes Trust, credit union, Citizen's Advice Bureau
- Provision of space for local people, businesses and Voluntary and Community Sector organisations to display information, hold public meetings and information sessions

4.4.2 Information for life – our aspirations

- Provide a wide range of information in a variety of formats that residents can trust.
- Connect citizens by providing information about local and national issues and provide space for public meetings

¹⁹ Society of Chief Librarians, *Universal Information Offer*

- Support residents to improve their lives by providing information on crucial life skills and enabling them to connect with appropriate opportunities and resources.
- Skilled, informed staff who can help customers navigate the wide range of information available in printed and electronic form.
- Support the roll out of universal credit

4.4.3 What will success look like?

Residents will be equipped with the skills and knowledge to make informed decisions, enabling them to improve their lives, wellbeing and participate fully as active citizens.

4.5 Priority Five - Learning throughout life

Libraries are open and accessible to all and support people as learners throughout all stages of their lives. Ensuring that residents are ready for work and life is not just about supporting young people but ensuring support for people at all stages of their learning journey.

Libraries offer a variety of formal and informal learning opportunities, including taught courses, taster sessions, group activities and self-directed learning. They also offer people the opportunity to become creators of learning. Many people find formal learning environments intimidating and the library is a safe, neutral space in which they can learn.

There is an opportunity for libraries to increase their involvement in community learning through offering learning spaces and working with partners to deliver learning projects. Physical spaces for local people to meet, discuss and work together will become more valuable in the digital world and libraries are uniquely placed to deliver this.

4.5.1 Learning throughout life – what we do now

Examples of our current adult learning offer include:

- A range of courses provided by the Adult Learning Alliance (ALA), including Maths and English, ICT, leisure courses, job-search skills and First Aid.
- Informal learning opportunities such as job clubs, family history coaching and leisure courses such as dance.
- Support of job seekers and new businesses.
- Access to online learning and research
 - Universal Skills
 - Driving theory test
 - Life in the UK citizenship test
 - Access to Research
- Taster sessions offered in partnership with Age UK North Tyneside
- Signposting to adult learning providers
- Support of learning through our book stock and People's Network computers
- Digital champions helping our customers to use IT
- Libraries as cultural venues for dance, arts and drama.
- Provision of exhibition spaces for artists
- Range of community-developed groups like Knit and Natter
- Local history groups where people can learn about local and family history and contribute to resources
- Work placements and apprenticeships

4.5.2 Learning throughout life – our aspirations

- Support customers to access online learning opportunities such as Massive Open Online Courses
- Work closely with Skills for Life providers, the Adult Learning Alliance and voluntary and community organisations to make available appropriate resources and activities to support people to improve their skills and access community learning opportunities
- Work with partner organisations to provide taster sessions at certain times of the year, e.g. Adult Learners' Week in June
- Support customers interested in discovering their family history
- Investigate ways for parents and children to learn together creatively
- Explore ways to offer learning spaces for peer-to-peer learning
- Improve the way we advertise the learning opportunities we offer
- Continue to provide free study materials and access to quality online resources

4.5.3 What will success look like?

Residents will have greater access to community learning opportunities, including study spaces and a range of free resources to enable them to be ready for school, work and life. They will be engaged in the learning process and able to participate in the creation and delivery of learning opportunities.

4.6 Priority Six - Libraries for a healthier life

Research commissioned by Arts Council England (ACE) studied the impact of public libraries on health and wellbeing, measured through economic value indicators²⁰. This found that on average, library users would be willing to pay an additional £19.51 per year in Council Tax and non-users would be willing to pay an additional £10.31. Regular library users are 1.4% more likely to report good general health, representing potential cost savings to the NHS (based on reductions in GP visits) of £1.32 per person per year (£27.5 million across England).

Research has found that reading has a positive impact on health and well-being: it can reduce stress levels, help prevent the onset of dementia by 35% and social activities based on reading, such as reading groups and author events, combat isolation and bring people together.²¹

Health and well-being are high on the public library agenda. In 2010, the Museums and Libraries Association (MLA) published a report²² which recognised that libraries can deliver the cost-saving benefits of early intervention and of preventative services with clear health and well-being patient outcomes. The report acknowledged that libraries offer “neutral, non-stigmatised, non-clinical community space, in a setting that differentiates it from hospital services, delivers the prevention agenda particularly effectively, and has implications for the audiences reached.”

There are clear links between literacy and good health - more important than income, education or ethnic group. The ability to obtain and understand information about your own health, as well as motivation and knowledge is known as ‘health literacy’. In the UK a third

²⁰ Fujiwara et al, *The health and wellbeing benefits of public libraries*, Simetrica / ACE (2015)

²¹ The Society of Chief Librarians and The Reading Agency, *Libraries' Universal Reading Offer*

²² Hicks, D., Creaser, C., Greenwood, H. et al., *Public library activity in the areas of health and well-being*, MLA (2010).

of older adults have low health literacy. Health literacy is key to enabling people to take control of their health and help reduce health inequalities²³.

Such an approach will ensure consistency with the Council's objectives to ensure that residents are cared for, healthy and safeguarded. Working more closely to support the health and well being agenda of the Council will contribute, in particular, to improved mental health and well being.

The announcement in 2013 of the Society of Chief Librarian's Universal Health Offer included a commitment to provide a range of services, including public health information and promotion, signposting and referrals, as well as creative and social reading activity.

Programmes within the Health Offer include two 'Reading Well' initiatives from The Reading Agency: Reading Well Books on Prescription and Reading Well Mood-boosting Books. The Books on Prescription scheme is endorsed by health professionals and helps people to understand and manage mild to moderate mental health conditions using self-help reading available in all of our libraries.

In January 2015 Books on Prescription for Dementia was launched, providing help and support for people with dementia, carers of people with dementia and anyone who would like to find out more about the condition or is worried about the symptoms. The Mood-boosting Books scheme is a national promotion of uplifting novels, non-fiction and poetry selected by readers.

4.6.1 Libraries for a healthier life – current provision

- Provision of Reading Well collections in all libraries and mood boosting collections in all libraries
- Dementia collections in CFCs and training of staff as dementia friends
- Provision of a wide range of health information in a variety of formats
- Hosting health check sessions and community support groups for a variety of conditions
- Reader development activities programme to encourage reading for pleasure
- Offering opportunities for social interaction such as reading groups, events and activities programme, informal learning and social groups
- Supporting independence and combating isolation through Libraries at Home delivery service, mobile library, good neighbour scheme and collections in residential care homes
- Outreach work with disadvantaged families to combat social isolation

4.6.2 Libraries for a healthier life – our priorities

- Continue to provide accessible library services through Libraries at Home to encourage independence and wellbeing for those customers who cannot visit a library
- Provide opportunities for adults to read for pleasure and to participate in shared reading and learning experiences to improve their sense of wellbeing
- Work with the NHS locally, and relevant charities and third sector organisations to promote the existing Reading Well schemes and any future developments
- Work with Adult Social Care to support key legislation, such as providing information on library activities to meet the requirements of the Care Act 2014

²³ Morrisroe, J., *Understanding the role of literacy in public health*, National Literacy Trust (2015)

- Provide current and accessible books and health information in all appropriate formats
- Provide health open days, displays and promotions to mark key health days
- Provide drop-in sessions and health checks in partnership with the NHS and health charities
- Develop our work with local community groups to increase social wellbeing activities
- Support people with dementia through dementia book collections, staff trained as dementia friends and activities to support dementia-sufferers and their carers

4.6.3 What will success look like?

Customers will be well-supported to access health-related information and to improve their health literacy. The library service will be recognised as a key player in public health information and initiatives; the promotion of community wellbeing and independence; and prevention of loneliness, reducing the need for residents to access primary health care and social services.

5. How will we deliver?

North Tyneside has a strong network of fixed buildings from which library services are delivered. The Borough also has mobile provision and a range of outreach, learning and engagement activities. As part of the Council's wider approach to developing a new target operating model, the library service will have a vital role to play. As a key provider within locality based community hubs, libraries will provide a crucial role in delivering Council services which require personal engagement.

While the Council will continue to meet its statutory obligation to deliver a "comprehensive and efficient" library service, the exact mix of this provision may vary over the lifetime of the strategy, as resources allow and funding streams permit. However the core principles of the strategy will remain the basis upon which the service in the Borough is delivered.

The numbers engaging with library provision continue to illustrate massive demand. Libraries will continue to be a key focus for community engagement and centres to develop the scope for greater volunteering to support service delivery. Having taken library services to a new level in North Tyneside over the past five years, the current strategy will look to build upon those successes and develop a service with even greater community impact in the years to come.

Appendix Two

North Tyneside Library Strategy 2016-2021 Consultation Survey Results

1. Introduction

- 1.1 Consultation was conducted on the Draft Library Strategy 2016-2021 during 31st August and 25th September 2016. An electronic and paper based survey was used to gather the views of current library users and non-users. A copy of the Draft Library Strategy 2016-2021 was published on the Council's website with a link to an electronic survey and paper copies of both the draft strategy and survey were made available at Customer First Centres and libraries across North Tyneside. A copy of the draft Library Survey and a link to the electronic survey was also emailed directly to circa 613 North Tyneside Residents in the Engagement Team's database.
- 1.2 Promotion of the consultation was carried out by the Council's Communications Team via a press release to the local media, as well as promotion through the council's social media accounts. The Libraries Service promoted the electronic links to the strategy and survey through their dedicated social media accounts.

2. Response Rate

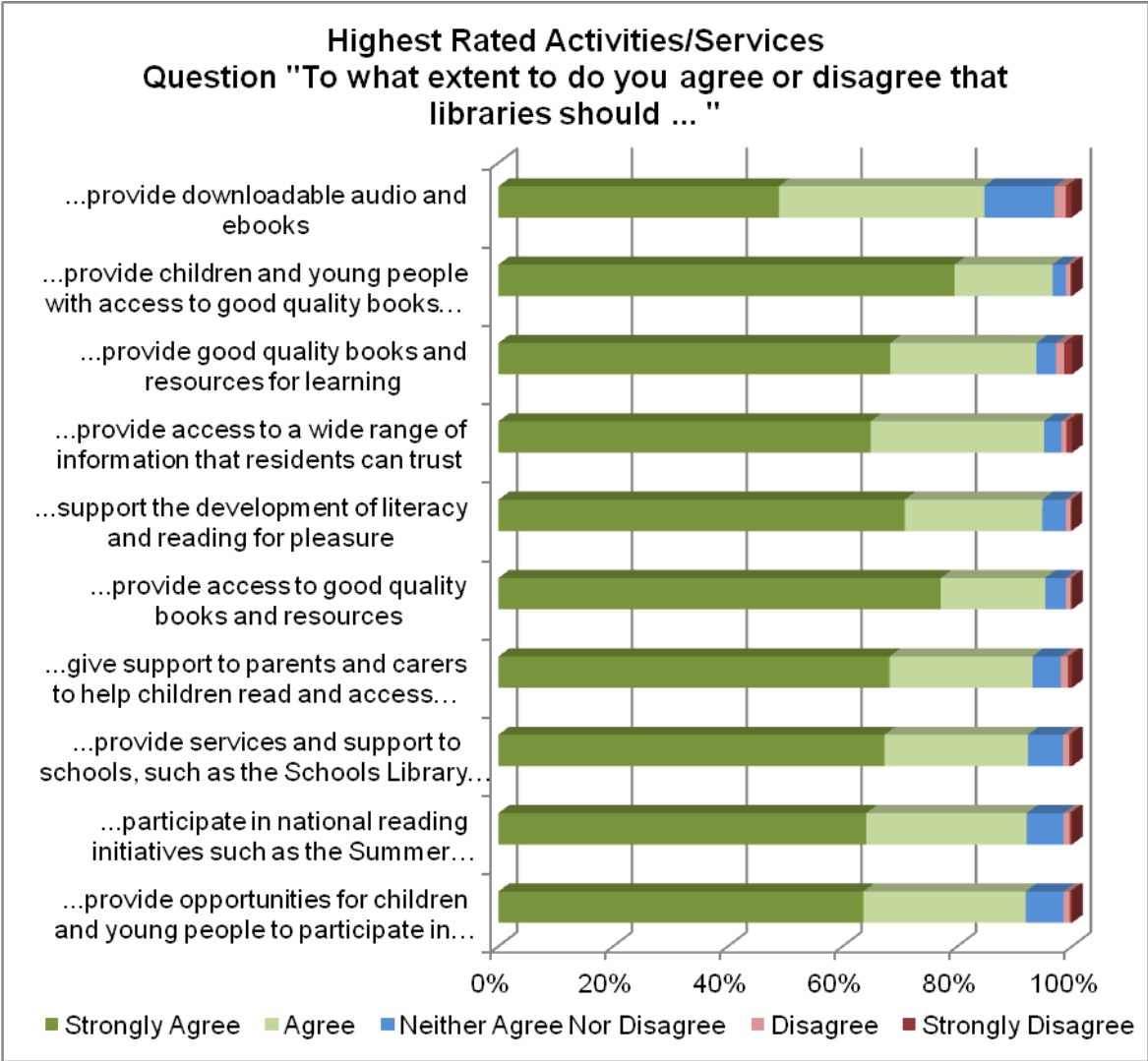
- 2.1 The response rate to the survey was very positive with 1,449 responses received during the consultation period. Out of the total number of respondents, 97% had either visited a library in North Tyneside or used online services. Only 51 respondents had not used any library services in North Tyneside within the past year.
- 2.2 Of the library users, 1260 had visited a library building and 312 had used online services within the last 12 months²⁴. The majority (65%) had visited a library or used online services weekly, 26% had done so monthly, 5% every 3 months and the remainder either every 6 months or about once a year.

3. Consultation Survey Results

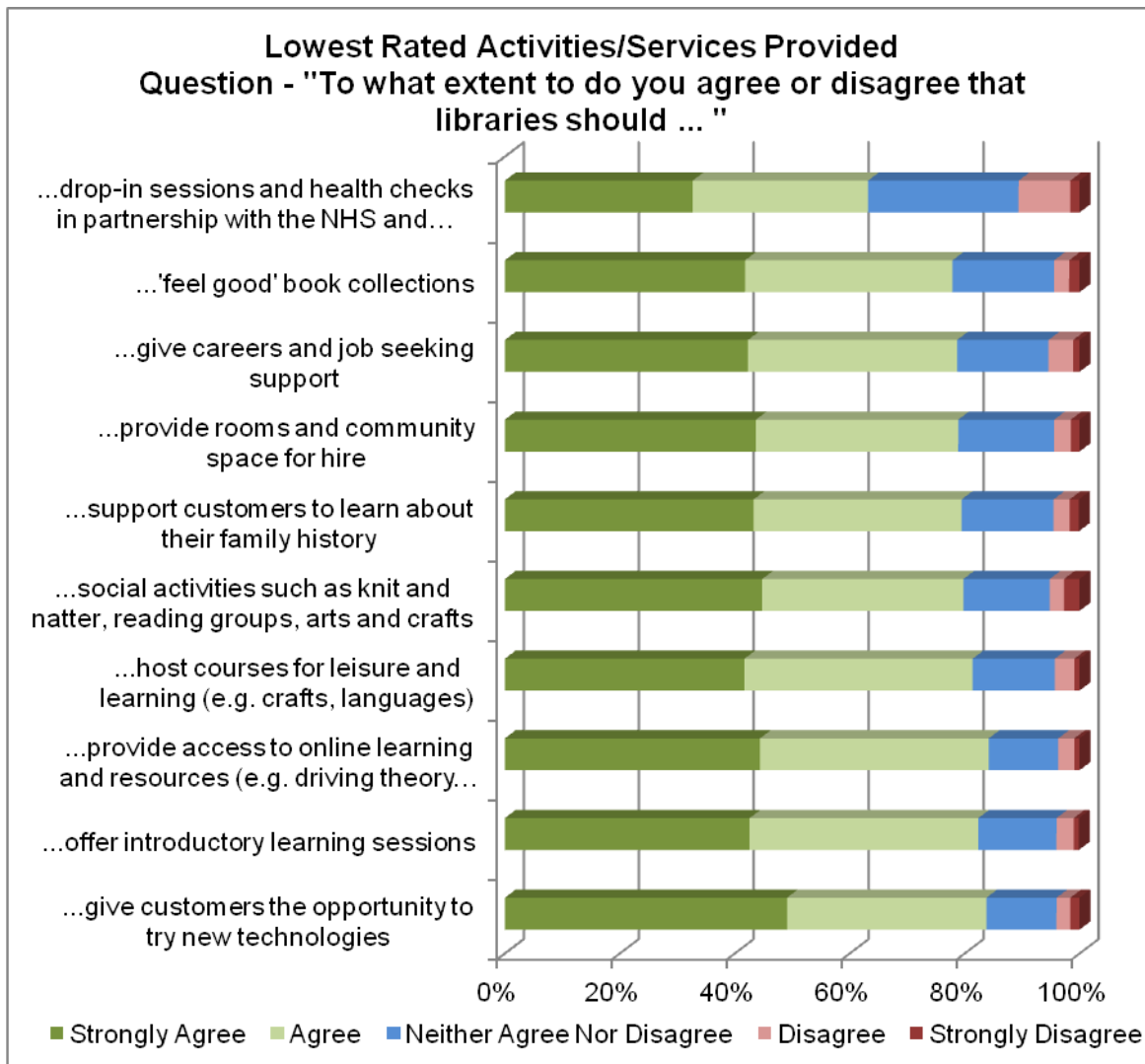
- 3.1 Respondents were questioned as to what extent they agreed or disagreed that libraries should provide services, activities or support relating to the six priorities within the Draft Library Strategy:-
 - Priority 1: Books for the best start in life
 - Priority 2: Reading to improve life chances
 - Priority 3: Digital literacy
 - Priority 4: Information for life
 - Priority 5: Learning throughout life
 - Priority 6: Libraries for a healthier life
- 3.2 The *Books for the best start in life* priority had the most highest rated activities/services. The highest proportion of respondents, 99.15%, strongly agreed or agreed that Libraries should provide children and young people with access to good quality books and resources. The 2nd highest proportion, 96.59%, strongly agreed or agreed that Libraries should provide access to good quality books and resources to all library users. The 3rd

²⁴ Some library users identified as both having visited a library building and use online services within 12 months.

highest proportion of residents, 95.35%, strongly agreed or agreed that Library should provide access to a wide range of information that residents can trust.



- 3.3 *Learning throughout life* was the priority with the most lowest rated services/activities by respondents. The lowest rated activity identified through the survey was, 63.23% strongly agreed or agreed that library should provide drop in sessions and health checks in partnership with the NHS and health charities. 10.6% strongly disagreed or disagreed that drop in sessions and health checks should be part of the library offer.
- 3.4 The 2nd lowest rated activity was, 77.91% strongly agreed or agreed that libraries should provide 'feel good' book collections. 4.4% strongly disagreed or disagreed that this should be part of the library offer. The remaining 17.7% neither agreed nor disagreed the collections should be provided.
- 3.5 The 3rd lowest rated activity was, 78.62% strongly agreed or agreed that library should give careers and job seeking support. 5.4% strongly disagreed or disagreed that this should be part of the library offer. The remaining 15.9% neither agreed nor disagreed the collections should be provided.



4. Profile of Respondents

- 4.1 North Tyneside residents constituted 92% of respondents to the consultation survey, 6% were non-residents and 2% preferred not to say. The majority of residents live in the North East area of the Borough including Whitley Bay, Shiremoor and Monkseaton. The proportion of residents living in the North West (Killingworth, Benton and Weetslade) and the South East of the Borough (North Shields, Preston, Tynemouth) were fairly equal, at 23% and 22% respectively. Residents living in the South West Area of the Borough (Wallsend, Battle Hill and Howdon) had the lowest proportion of respondents (12%).
- 4.2 A set of equality monitoring questions were included in the consultation survey to gather data on some of the protected equality characteristics of respondents including gender, age, ethnicity, sexual orientation, religion/belief and disability/long term health status and where possible this has been compared against the Borough average.
- 4.3 There was a higher proportion of female respondents than the population split for the borough; 64% of female respondents compared to 51.65%²⁵ females living in the borough. 34% of respondents were male, which is lower than the proportion living in the borough (48.35%).

²⁵ Census 2015 Mid-Year Population Estimates

- 4.4 The majority of respondents were aged between 65-74 years old (22%). The same proportion (13%) of 35-44 year olds, 45-54 year olds, 60-64 and 75 and over responded to the survey. The lowest proportion was aged between 0-15 and 16-24, but this is due to the method and nature of the consultation. Consultation was carried out with parents/carers rather than children in relation to the draft Library Strategy.
- 4.5 The ethnic origin of respondents was largely reflective of the Borough population. 93.95%²⁶ of respondents identified as White compared to 95.1%²⁷ of the population.
- 4.6 78% of respondents identified as heterosexual, 3% Gay or Lesbian, 2% Bisexual and the remaining 17% stated they would 'Prefer not to Say'.
- 4.7 58.26%²⁸ of respondents identified as a Christian denomination, compared to 63.8%²⁹ of the population. 30.51% of the respondents identified as have no religion compared to 28.1% of the population.
- 4.8 18% of respondents stated that they had a health problem or disability that limited their day-to-day activities, which has lasted, or is expected to last, at least 12 months. 12% stated that they had a physical disability, 4% a mental health disability, 1% had a learning disability and 1% a learning difficulty. 75% stated they their day-to-day activities were not limited and 8% stated 'prefer not to say'.

²⁶ Percentage does not include respondents who selected 'prefer not to say'.

²⁷ Census 2011

²⁸ Percentage does not include respondents who stated 'prefer not to say'

²⁹ 2011 Census

Equality Impact Assessment (EIA)

The separate EIA guidance notes outline what should be included for each section. Please read them before you begin. If you have any queries, contact your Corporate Equality Group rep, or the Engagement Team on 643 2828.

1. Author, service area, date

Andrea Stephenson, Group Manager, Cultural Services, October 2016

Yvonne Gorgon, Group Manager, Cultural Services, October 2016

2. Who else has been involved in writing this EIA?

Steve Bishop, Senior Manager, Cultural Services

3. What proposal is this EIA assessing?

Key themes of Library Strategy 2016-21:

a) Books for the best start in life

b) Reading to improve life chances

c) Digital literacy

d) Information for life

e) Learning throughout life

f) Libraries for a healthier life

4. What is the purpose of your proposal and what is it expected to achieve?

To provide a framework for assessing any actions, plans and projects arising from the Library Strategy against the Council's equality duty

5. Is there any relevance to the aims of the public sector equality duty? *Write your answers in the table*

Aim	Yes, No, or N/A	Details if 'yes'
Eliminate unlawful discrimination, victimisation and harassment	Yes	Libraries provide a wide range of resources promoting information and empathy for all ways of life. They provide opportunities in safe, neutral spaces where people with and without protected characteristics can meet and take part in events and activities.
Advance equality of opportunity between people who share a protected characteristic and those who do not	Yes	Libraries provide a wide range of resources promoting information and empathy for all ways of life. They provide opportunities in safe, neutral spaces where people with and without protected characteristics can meet and take part in events and activities.
Foster good relations between people who share a protected characteristic and those who do not	Yes	Libraries provide a wide range of resources promoting information and empathy for all ways of life. They provide opportunities in safe, neutral spaces where people with and without protected characteristics can meet and take part in events and activities.

6. Analysis by characteristic *Write your answers in the table*

Protected characteristic	Potential positive or negative impact?	Explanation and evidence
Age	Positive	a) The strategy will contribute to the development and improvement in literacy

		<p>standards for children with the provision of early years initiatives such as Bookstart and Bounce and Rhyme, provide good quality books and resources for loan, provide opportunities for children and young people to share reading experiences and take part in cultural activities, including author visits, Chatterbooks reading groups, the Summer Reading Challenge and Northern Children’s Book Festival. b) Provision of good quality books and online resources for people of all ages, opportunities for people of all ages to take part in reading, learning and cultural activities such as author events and reading groups. c) Provision of free access to wifi and computers for people of all ages, a range of online resources relevant to all life stages, hosting ICT courses and coding sessions for adults and children. d) Provision of a wide range of information in a variety of formats relevant to people of all ages, including citizenship information, careers and job-seeking support, community and visitor information, provision of space for public meetings and information sessions. e) Provision of a range of informal learning opportunities for all ages, including basic skills, ICT, leisure courses, books and online resources to support learning and local and family history resources. f) Provision of a range of health information and resources for all ages, including Reading Well collections for both adults and young people, hosting of health check sessions and support groups, opportunities for social interaction through activities and events and supporting older people to live independently at home through the Libraries at Home service.</p>
Disability	Positive	<p>a) Provision of good quality books and resources for children and young people in a range of formats, including dyslexia-friendly and audiobooks and a range of activities and events all held in accessible buildings. b) Provision of a Large Print and audiobooks service for the visually impaired; access to books and resources for those who are house bound through Libraries at Home and a range of events and activities held in accessible buildings. Dementia collections and activities to support those with dementia and their carers. c) Downloadable audiobooks and ebooks services and a range of online resources that can be used in libraries or on the customer’s own device. Accessible hardware and software is available in some libraries. d) Provision of a wide range of information in a variety of formats to support all areas of life. Hosting of information and advice sessions and support groups. e) A range of informal learning opportunities available to all abilities held in accessible</p>

		buildings. f) Provision of a range of health information and resources, including Reading Well collections for those with mental health issues and dementia, hosting of community support groups, opportunities to decrease social isolation through a range of activities held in accessible buildings and to support independent living at home through Libraries at Home.
Gender	Positive	Libraries provide a range of resources that promote positive images of and which are targeted at all genders. They provide safe places to meet for people of all genders and a programme of activities targeted at people of all genders.
Gender reassignment	Positive	Provision of targeted resources such as LGBT book collections.
Marriage and civil partnership status	Neutral	There is no evidence to suggest that the strategy will impact upon this protected characteristic.
Pregnancy and maternity	Positive	Provision of a range of resources and activities to support parenting, including book collections, information, the Bookstart scheme and early years activities. Baby-changing facilities and breastfeeding welcome.
Race	Positive	Libraries provide a range of resources that promote positive images of and which are targeted at all races, including dual-language books for children, books in community languages. They provide safe places to meet for people of all races and a programme of activities for all. Life in the UK Citizenship test available online.
Religion or belief	Positive	Provision of a range of resources and community information about numerous religions and beliefs for adults and children.
Sexual orientation	Positive	Provision of targeted resources such as LGBT book collections.

7. Have you carried out any engagement in relation to this proposal? If so, what?

Extensive consultation and engagement in advance of strategy agreement. Subsequent evaluation on a regular basis. Specific engagement with those with protected characteristics will need to be programmed to follow up on the initial responses to the strategy and shape service delivery accordingly.

8. Is there any information you don't have that you need to find?

A precise breakdown of the user make up of library services by protected characteristic is not available. Work with the performance and engagement teams will be required to enlist expertise and capacity to undertake this work. Constant monitoring of the content and impact of events, activities and publications requires ongoing attention to ensure standards are maintained.

9. What actions are already in place, or will be taken, to remove or reduce potential negative impacts? (add more lines to the table if you need to) *Write your answers in the table*

Action	Responsibility	Timescale
Review accessible hardware and software provision at all sites	Yvonne Gorgon / Andrea Stephenson	March 2017
Review engagement process to more effectively target those underrepresented in survey outcomes e.g. men, young people in order to ensure the strategy has maximum impact	Yvonne Gorgon / Andrea Stephenson	March 2017
Work with performance and engagement teams to refine understanding of the library user database by protected characteristic	Yvonne Gorgon / Andrea Stephenson	March 2017

10. Are there any potential negative impacts that cannot be removed or reduced? If so, why is this?

No

11. Based on your conclusions from this assessment, what are your next steps?

Next steps are indicated in the actions outlined at 9 above.

12. How will the impact of this proposal be monitored after it is introduced?

Quarterly Senior Management reports
Monthly team meetings

Ensure annual review of equality impact and assess all events, publications and activities to ensure an equal opportunity to participate of those with protected characteristics.

13. When will this EIA be reviewed?

November 2017 then Annual Review