



STRATEGIC PLAN

Deepwater, Emmaville and Glencoe Library Services

2021 - 2025



AIM

The aim of developing a Strategic Plan for the Branch Library Services at Deepwater, Emmaville and Glencoe is to:

- Allow community consultation on immediate and future library needs;
- Plan and spread the financial cost and budgeting for targeted projects;
- Create a focussed approach to the future quality and equitable development of branch library services.

BACKGROUND

Emmaville Library Service was officially opened by Cr. W J Doolan, former President of the former Severn Shire on the 17 May 1961. The Library opens each Friday from 10am to 12pm and 1.30pm to 4pm with Home Library Service from 1pm to 1.30pm.

Deepwater Library Service was officially opened by Cr. W J Doolan, former President of the former Severn Shire on 2 November 1962 and is open each Wednesday from 10am to 12pm and 1.30pm to 4pm with Home Library Service from 1pm to 1.30pm.

Glencoe Library Service was officially opened on 24 August 1968 in the former public school. In 1999 a contractor was engaged to deliver the Glencoe Library Service through the local Post Office. The service changed providers in 2009 and the agreement terms were re-negotiated between Council and the current contractor. The current agreement provides Glencoe residents with 19 hours a month of library services which is the same hours of delivery at other branch libraries.

Library Services were previously reviewed in 2002, 2009, 2011 and 2015.

LIBRARY SERVICE REVIEW

The following statistics for memberships and issues from 2013 to 2020 indicates a consistent growth in usage and memberships over the past seven (7) years and is further supported by positive survey results and community engagement feedback.

Membership Numbers

	13-14	14-15	15-16	16-17	17-18	18-19	19-20
Deepwater	170	181	188	197	211	221	222
Emmaville	105	108	115	119	125	133	133
Glencoe	82	86	87	94	92	92	92

Reports generated on membership by locality, age and gender confirm that there is good coverage of age groups across each branch library with higher numbers in the over 50 years membership, compared to the under 50 years old.

Issues of Branch Libraries:

	13-14	14-15	15-16	16-17	17-18	18-19	19-20
Deepwater	2,845	2,721	2,575	2,238	1,984	1,684	1,669
Emmaville	2,442	2,052	1,746	2,017	2,081	2,160	1,800
Glencoe	902	1,261	1,433	789	434	738	445

SURVEY RESULTS

A survey was distributed in November 2020, at all branches; as well as offered online via Council's webpage and on the Library's Facebook. Thirty-seven responses were received which represents 12 percent of the current branch memberships. Fifty percent of the survey participants were Deepwater members, 33 percent were Emmaville members and 17 percent were Glencoe members.

It should be noted some of the survey questions allowed multiple answers and not all questions were answered:

1. How valuable is the Library to you? – Highly valuable 94%, valuable 3%, no value 3%;
2. Age Groups: Under 18 years – 6%; 18 – 29 year – 0%; 30 – 49 years – 22%; 50 – 64 years – 33%; 65 years or over 39%;
3. Quality of Customer Service – 66% Excellent; 26% Very Good; 3% Good; 3% Fair; 3% Poor;
4. Do opening hours meet your needs? - 83% Yes, 9% No;
5. User interest areas – 77% Leisure Reading; 67% Research; 60% Non-Fiction/Study; 47% Non-Fiction (Personal Interest / Study); 27% Books / Playaways; 27% Large Print / Talking Books; 21% Social and Safe Environment; 18% Children's resources; 12% Internet (multiple answers question);
6. Community information sources were varied – Word of Mouth 62%; Local Newspaper 50%; Television 35%; Facebook / Social Media 24%; radio 18%; Posters 12%; Computers 9% (in order of preference).

The survey feedback indicates that the Branch Library Services are regarded as highly valued at 94 percent and customer service is considered excellent at 66 percent and very good at 26 percent.

Current opening hours are meeting 83 percent of member's requirements, with members using the Library for a variety of uses such as leisure reading, internet and email access, research and study, children's resources and visual disability support resources (large print / talking books).

This year's survey has highlighted a growing usage for a social and safe environment which received 21 percent in the user's interest area of the survey. Branch Library community members can gather and socialise within a Book Club or meet informally at the Library to chat with a neighbour. Some comments received:

- Need another public computer;
- More TV series DVDs, music, historical Fiction and Non-Fiction;
- There needs to be an extra half day or open till 4.30pm;
- I receive excellent service each time I visit;
- More European book and movies.

ACTION PLAN

An Action Plan was compiled to focus on individual community's needs. Information from the community survey, an information review of memberships and resource usage over seven (7) years and staff consultation was used to develop the Action Plan during the process.

ACTION PLAN 2021 – 2025

Outcomes	Strategies	Actions	Who	Timeframe	Resources
Have a library service in Deepwater, Emmaville and Glencoe that meets the needs of users.	Maintain current high standard of service.	<p>Be selective with resources and collections, using member's preferences and interests.</p> <p>Work on expanding reader's preferences and likes.</p> <p>Keep the library's technology up to date.</p> <p>Maintain library facilities, in line with main library.</p> <p>Annually review branch library's procedures for improvements.</p>	<p>MLLC / LA</p> <p>Glencoe Contractor</p>	<p>Annually.</p> <p>Annually.</p> <p>Three (3) yearly replacement of technology.</p> <p>As required maintenance budget.</p> <p>Annually.</p>	<p>Library budget.</p> <p>Grants.</p>

Outcomes	Strategies	Actions	Who	Timeframe	Resources
Promote Branch Library Services to communities	Be involved in the community, local festivals, and events.	Participate and promote Library Services at local Festivals and community events.	MLLC / LA	Annually.	Library budget.
		Regular promotion articles in local newsletter.		Annually.	
		Promote and increase by 5%, Home Library Services in Deepwater and Emmaville.		Annually.	
Provide services for children and youth.	Work with other youth and children's services in the community.	Local promotion of youth/children collections and activities.	MLLC / LA	Annually.	Library budget.
		Introduce and trial school holiday activities for local children, in line with the Glen Innes activities.		Annually.	
	Attracting new youth and children members to Library.	Collaborate with the local schools in the area to promote Library services.	MLLC / LA	Annually or as needed.	Library budget.

Outcomes	Strategies	Actions	Who	Timeframe	Resources
Understand regional community library needs.	Listen and be responsive to community feedback.	<p>Regular surveys of local community.</p> <p>Library Manager visits branch libraries annually for feedback.</p> <p>Provide more children's activities during school holiday breaks.</p> <p>Provide a good selection of DVDs for adults and children due to the poor internet connectivity and distance to town.</p> <p>Introduce and trial a monthly Book Club, morning tea or a craft activity group (Wrap With Love).</p>	<p>MLLC / LA</p> <p>Glencoe Contractor</p>	<p>As needed.</p> <p>Annually.</p> <p>On a trial for 12 months (July 2022).</p> <p>Annually.</p> <p>On a trial for 12 months (July 2022).</p>	Library budget.

* MLLC = Manager of Library and Learning Centre
 LA = Library Assistant

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