

**Ambitious Collaborative Innovative**

# Making lives better



## **Transforming Cumbria Libraries SMB June 2022**

**Serving the people of Cumbria**



# Overview

- Transformation journey 2019 – 2022
- Focus for 2022
- Future challenges and opportunities
- LGR
- Discussion



# Transformation 2019 - 2022

- Members ambitions 2019:
  - Community hubs, relationships with HAWCs, Adult learning and partners
  - Customer focus
  - Supporting council priorities and outcomes
- Planned transformation activity during 2020 – 2022
  - Workforce – restructure and upskilling
  - Capital programme of improvements
  - Digital as an enabler
  - Focus on customer experience, partnership and a refocus on priorities
- Covid 2020 onwards - impact on transformation



# Workforce



- Full restructure
- New roles and role profiles
- Recruitment of 70 + new staff
- Rotas and work patterns to meet needs of the business and customers
- New ways of working – solution & customer focused, collaborative, digital
- Training and development – ICT skills, making every contact count
- Significant investment in engagement and communication with staff



# Digital as an enabler

- Dedicated role to supporting R&D and staff
- Intelligent automation introduced
- New kit in libraries for customers
- Testing and piloting kit with staff
- Website
- Customer improvements e.g bookings
- Increase in digital content and online offer



# Buildings

- Blueprint for libraries developed with customer input
  - Barrow
  - Kendal
- Carlisle – digital hub – Town Deal funding
- Branch improvements

Focus on customer experience, incorporation of digital technology, blended offer with other services



# Communities and Partnerships

- With other CCC services – adult learning, PH and HAWCs – shop floor presence to present as one council to customers
- BAE – branching out into STEAM
- British Library, Chamber of Commerce and Social Enterprise partnership – developing a business offer
- DWP (e.g Youth Hub in Whitehaven)
- Refugee and BAME communities, autism and disability groups,
- Culture groups and organisations e.g Theatre by the Lake, Barra Culture, Arts Council



# Focus for 2022

- Deliver Kendal refurbishment
- Establish two Business and Intellectual Property Centres (Barrow and Carlisle)
- Continue with digital improvements for customers and to support efficient back office
- Deliver programme of activity that supports communities post covid
- Continue to develop staff
- Prepare for LGR transition





# LGR

- Options developed – separate, hosted, hybrid
- Opportunities for integration with wider face to face customer offer as the front door



# Future challenges and opportunities

- Libraries role on the high street and in “place”
- Supporting entrepreneurs and pathways into employment
- Community and connectivity – tackling social isolation and wellbeing
- Supporting diversity and inclusion – and ensuring the offer is reflective of an increasingly diverse Cumbria
- Creativity and learning
- Digital inclusion



# Discussion

Thoughts from Members about the transformation?

Thoughts from Members about the future?

