



# Shaping our Future

## **Libraries and customer services**

**It's time to have your say!**

**We need to change the way our services work.  
We need to make savings.  
These are some of our options.  
*Now tell us what you think.***

**[www.midlothian.gov.uk/shapingourfuture](http://www.midlothian.gov.uk/shapingourfuture)**

<b>Contents</b>	<b>Page</b>
About customer services	3
Why things are changing	3
How we're meeting the challenge	3
What we have delivered so far	5
Making savings	6
Our Choices for Change	6
<b>Tell us what you think</b>	<b>8</b>
1. Changing library opening hours	8
2. Making greater use of self service technology	12
3. Providing more customer service hubs	15
4. Other ideas on how the council might deliver savings across our customer services	16
<b>Our commitment to you</b>	<b>18</b>
How we're improving the customer experience	

# Shaping our Future

## Libraries and Customer Services

### About customer services

The work of our customer services team reaches your households and communities in many different ways. It may be that you visit our libraries to choose books, use our computers or attend events. Perhaps one of our celebrants has officiated at your wedding or maybe you have spoken to one of our customer service advisors to arrange a bulky uplift or to make a payment.

Take a look at our customer services chart below. This tells you more about what we do.

### Why things are changing

Central government funding cuts mean that local councils will have less money than ever to spend on services over the next few years. The increasing need to improve services and reduce costs is a huge challenge.

That's why we're doing things differently at Midlothian Council. We want to transform our services, to make them fit for the future. And we want your help.

Listening to our customers, we know that you expect excellent customer service to be at the heart of everything we do. We also know that the way in which our customers use our services, and interact with us, is changing. We need to transform our services to better meet this need and to make the best possible use of your money.

### How we're meeting the challenge

Every council service in Midlothian is already looking at what it does, how much it costs, how it performs, and how it could be changed and improved. Here, we are focusing on the work of our customer services team, which includes libraries, customer service points, our contact centre and registration services.

# MIDLOTHIAN- LIBRARIES AND CUSTOMER SERVICES

We have **9** libraries in Midlothian, along with a mobile library and a local studies centre



Our services cost **£2.2million** a year to deliver. This includes libraries, our contact centre and registration service



Our libraries were open for **19,325** hours last year alone. We served **480,092** customers and had **254,801** visits online

**76** staff work across our services, making sure customer enquiries are dealt with at the first point of contact wherever possible

Our customers borrowed **340,616** books, including ebooks and magazines



We held **5,356** events and activities with **31,285** adults and **39,096** children taking part

**WE HANDLED 146,332 CUSTOMER PHONE CALLS**



Our library customers value our **free, public access** computers, clocking up **40,324** hours of use last year



**THE NUMBER OF EMAIL AND WEB FORMS PROCESSED WAS 7629**



**Congratulations! We registered 927 births and 364 marriages during the year**



Statistics for 2015/2016

## What we've delivered so far

We are already transforming our service and delivering many service developments which are helping to contribute to an improved customer experience. We have:

- Secured funding for the upgrade and extension of our free public WiFi provision across libraries, our mobile library and right across our hub buildings into every area
- Signed up to the Digital Participation Charter, along with other organisations as part of a national initiative to promote digital participation and basic digital skills
- Launched our new mobile library service into communities across Midlothian and put in place a shared service arrangement with our neighbours in East Lothian
- Established a Customer Hub in Mayfield Library creating a place where we offer frontline services and support locally within the community
- Moved our main switchboard number to our customer contact centre to offer first time resolution, reduce the double handling of enquiries, and ensure distribution of calls across all available customer service advisors
- Designed new library and customer service provision for inclusion in the new fit-for-purpose community hub buildings at Loanhead Paradykes and Newbattle. Working in partnership with our colleagues in schools, leisure, health and early years, our new service will be open in Paradykes in 2017 and in Newbattle in 2018
- Carried out a range of projects and activities to extend services to our wide range of different users groups including:
  - Extended funding for our Bibliotherapy services
  - Supporting the Macmillan Living Well in Midlothian project with dedicated space and qualified staff available to provide support, in Lasswade Library
  - Secured funding to work in partnership with Creative Scotland to increase access to film resources for communities across Midlothian

- Extended funding for our Connect Online digital support services in partnership with Volunteer Midlothian to provide a range of digital learning opportunities
- The launch of Coding Clubs for primary aged children in our libraries across Midlothian
- Secured funding from the Scottish Library and Information Council, for the development of 3D printing services, the launch of Appiness – a digital project for under 5s and their parents and the commitment to ensuring that every child is a library member from birth.

## **Making savings**

We currently spend £2.2million on libraries and customer services. By changing the way we work, we will save £120,000 across our libraries and customer services in this financial year (2016/17). These savings will have no impact on the important frontline services we provide. Instead, we have taken the opportunity to make efficiencies by realigning and integrating our services; by increasing our income; entering into a shared arrangement for our mobile library services and by introducing new opportunities for income generation into our registration services. This has also given us the opportunity to build a solid base to take forward further changes.

However, we need to find a further £230,000 in savings from April 2017. These are needed to help meet an overall savings target of £350,000 for libraries and customer services which we need to deliver by 2018.

**This is where we need your help. We need to find out what is important to you, to allow us to transform our services in the right way.**

## **Our choices for change**

Within our customer services team, we have identified several areas where we can do things differently - allowing us to continue providing excellent customer services while making savings at the same time. **Now we're asking for your views on these choices for change.**

We've set out a series of options below. Once you have read through these, you can take part in our consultation in various ways:

- You can complete the survey in this leaflet
- You can complete the same survey online at [www.midlothian.gov.uk/shapingourfuture](http://www.midlothian.gov.uk/shapingourfuture)
- You can email your comments and suggestions to [HaveYourSay@midlothian.gov.uk](mailto:HaveYourSay@midlothian.gov.uk)
- Complete one of the comment cards available in local libraries and reception areas
- Join in the conversation on Facebook and Twitter @Midgov or @MidLibraries #MidFutureShape
- Look out for 'drop-in' sessions in local libraries where you can find out more and give us your views.

**Our consultation is open from Wednesday 5<sup>th</sup> October until Monday 14<sup>th</sup> November 2016.**

We will come back to consult with you later this year or early in 2017 with specific proposals, based on the feedback we receive during this current consultation.

**No decisions have been made – this is your chance to shape the change.**

**Now tell us what you think.  
Go straight to our survey on the next page.**

Find out more about the Shaping our Future consultation at [www.midlothian.gov.uk/shapingourfuture](http://www.midlothian.gov.uk/shapingourfuture) where you can also complete this survey online.

# Tell us what you think

## Our choices for change

### 1. Changing library opening hours

We currently have many different sets of opening hours for our local libraries. Feedback from our customers tells us that these hours do not meet changing needs and that it is difficult to know when libraries will be open in each of our communities. We also have one of the highest levels of opening hours per head of population across library authorities in Scotland and we would like to take this opportunity to review these to better meet customer needs.

We need to know when you would most like to visit our libraries. Remember too that you can always visit our online library services, which never close. You can download e-books, magazines and make your reservations online to collect in your library.

Tell us what you think of our proposals.

<b>1. Changing Library opening hours</b>		<i>I agree</i>	<i>I disagree</i>
<b>1a.</b>	<b>Introduce 10am opening for most of our libraries</b>		
<b>1b.</b>	<b>Open our libraries on Tuesday mornings</b>		
<b>1c.</b>	<b>Introduce full day Wednesday closing for some of our libraries</b>		
<b>1d.</b>	<b>Reduce the number of evenings libraries are open</b>		
<b>1e.</b>	<b>Close libraries at 7pm when they are open in the evenings</b>		
<i>Tell us why you disagree or give us other comments</i>			



### **Libraries in hub buildings – Lasswade and Penicuik**

We understand from our customers that it is very frustrating when you visit one of our hub buildings at Lasswade or Penicuik and find that although the building is open to provide other services, our libraries are closed. We would like to open all of our services within our hub buildings for the same opening hours but we do not have the budget to make this happen.

We would, instead, like to investigate opening our services at Lasswade and Penicuik for non-manned hours. This would allow customers to access our services, using self service technology to issue books and to log onto our computers, without the need to have library staff on duty. Staff from our other service areas would continue to be in the building to provide a safe environment for our customers to enjoy. What do you think of this proposal?

		<i>I agree</i>	<i>I disagree</i>
<b>1f.</b>	<b>Increase library opening hours in hub buildings using self service technology</b>		
<b>1g.</b>	<b>Retain Sunday library opening at our hub locations at Lasswade and Penicuik by providing self service technology</b>		
<i>Tell us why you disagree or give us other comments</i>			

## **Redesign services at Roslin Library**

Roslin Library is one of our smallest with fewer than 1000 visitors per month, limited floor space and opening hours, which makes it difficult to deliver extended services, projects or events.

Our new Paradykes Hub facility will be opening in 2017 which is less than 3 miles from Roslin Library and will provide increased opening hours and accessibility, offering more flexibility to library users from right across Midlothian.

We would like to remodel our service at Roslin to make the most effective use of our current staffing resource and to work in partnership with our local customers to develop a service which continues to meet local needs.

### **We have developed 2 options for a new service for Roslin:**

Option 1 is to:

- *Increase mobile library provision into Roslin one dedicated day per week*
- *Increase the number of projects and events run by library staff in community venues in Roslin for example Bookbug, Chatterbooks, Adult Book Groups, events for older customers*
- *Work with the community in Roslin to make best use of the library buildings as a community venue*

Option 2 is to:

- *Install 'Open+' and self service technology into Roslin Library which allows library members to have open access to use services without direct staff involvement*
- *Provide one morning and one afternoon of staffed time within Roslin Library to support users*

1h. Which of these options would you support?	<i>I agree</i> <i>I disagree</i>	
<p><b><u>Option 1</u></b>  <b>Increase mobile library provision; increase library events in Roslin venues and make best use of the existing library as a community venue.</b></p>		
<p><b><u>Option 2</u></b>  <b>Introduce self service technology and provide two half days of staffed time a week</b></p>		
<p><i>If you disagree with both options, tell us why. You can give us other comments here.</i></p>		

## 2. Making greater use of self service technology

We currently make limited use of self service technology. The latest technology is only available in Lasswade Library with most of our transactions completed by customers using self service.

### Penicuik Library

Our technology in Penicuik Library is out-dated and many customers find this difficult to use with very few transactions completed in this way.

We would like to replace the self service technology in Penicuik Library to allow us to provide more flexible opening hours to customers, a more efficient customer experience and more effective use of staff time. Would you agree with this proposal and what impact do you think it would have?

		<i>I agree</i>	<i>I disagree</i>
2a.	<b>Improve the self service technology in Penicuik Library</b>		
<i>Tell us why you disagree or give us other comments</i>			

## Introducing self service technology into our other service points

We would like to introduce self service technology into our other service points, specifically into our Customer Service Centre at Buccleuch House, Dalkeith. This would allow our customers to carry out a range of transactions such as paying rent and council tax, using an easy-to-use kiosk. This would reduce waiting times and provide quick, easy access to our services. Staff would still be available to assist customers and to support the introduction of this technology. Would you agree with this proposal and what impact do you think it would have?

		<i>I agree</i>	<i>I disagree</i>
<b>2b.</b>	<b>Introduce self service technology into our other service points</b>		
<i>Tell us why you disagree or give us other comments</i>			

## Giving you the opportunity to do more online

Our new website at [www.midlothian.gov.uk](http://www.midlothian.gov.uk) was launched in July 2016. This allows us to deliver more transactions online. However, we need your help to identify the priority tasks which we should move online first. We know that many of our customers would prefer to engage with us online as it fits in with their lifestyle and saves time.

		Yes	No
<b>2c.</b>	<b>Do you currently use our online services?</b>		
<i>Can you suggest any council transactions which you would prefer to do online?</i>			
<i>Are there any other technologies which you think we should look at - for example greater use of social media, or using live help services? Please provide further detail below.</i>			

### 3. Providing more customer service hubs

In August 2015, we launched our first integrated customer service hub at Mayfield Library. Customers have found it very useful to be able access a range of customer services from their local library including the ability to report housing repairs, make requests for waste services, make enquiries about rent, council tax and crisis grants and make card payments for council services.

We would like to expand this integrated service into other locations. What do you think of this proposal?

		<i>I agree</i>	<i>I disagree</i>
<b>3a.</b>	<b>Give you the opportunity to access more council services from our libraries</b>		
<i>Can you suggest other locations where you think it would be of benefit to introduce these services?</i>			

#### 4. Other ideas on how the Council might deliver savings across our customer services

<b>4a. Other savings</b>
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*Can you think of other ways in which we could make savings across our customer services – libraries, our contact centre and registration services?*

<p><i>If you would like a reply to a particular question, please remember to include your name and contact details here:</i></p>
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## Thank you for taking part in our survey.

You can hand in your completed form to your local library or customer service desk or post it to Have Your Say, Midlothian Council, Midlothian House, Buccleuch Street, Dalkeith EH22 1DN.

**Our closing date is Monday 14<sup>th</sup> November 2016.**

You can also complete our online survey, find out more or take part in other Shaping our Future consultations at [www.midlothian.gov.uk/shapingourfuture](http://www.midlothian.gov.uk/shapingourfuture)

You can also email comments and suggestions to:

[HaveYourSay@midlothian.gov.uk](mailto:HaveYourSay@midlothian.gov.uk) or join the conversation on social media.

Find us on Facebook and Twitter –

@Midgov @MidLibraries #MidFutureShape

### Communicating Loud and Clear

We are happy to translate on request and provide information and publications in other formats including Braille, audio or large print.

Contact: 0131 270 7500 or email: [enquiries@midlothian.gov.uk](mailto:enquiries@midlothian.gov.uk)

### Easy Read materials

An 'easy read' guide to the Shaping our Future consultation campaign is available at [www.midlothian.gov.uk/shapingourfuture](http://www.midlothian.gov.uk/shapingourfuture) or telephone 0131 271 3178 for a copy.

**To help Midlothian Council better understand the views of residents across our communities, please take time to complete the following:**

1. Are you? Male  Female  Prefer to use my own term   
Prefer not to say

2. What year were you born?

**3. Which of the following best describes your ethnic origin?**

White - Scottish	<input type="checkbox"/>	White – other British or European	<input type="checkbox"/>
White – other (please advise)	<input type="text"/>		
Mixed/multiple ethnic origin	<input type="checkbox"/>	Asian, Asian Scottish or Asian British	<input type="checkbox"/>
African	<input type="checkbox"/>	Caribbean (or Black)	<input type="checkbox"/>
Other ethnic group (please advise)	<input type="text"/>		

**4. Do any of the following restrict your daily activities?**

Impaired hearing	<input type="checkbox"/>	Impaired or partial sight/blindness	<input type="checkbox"/>
Mental health difficulties	<input type="checkbox"/>	Problems with physical mobility	<input type="checkbox"/>
Learning difficulties	<input type="checkbox"/>	Other	<input type="checkbox"/>
No disability or health problem that restricts my daily activities			<input type="checkbox"/>

**5. What's your employment status?**

Full-time paid employment	<input type="checkbox"/>	Part-time paid employment	<input type="checkbox"/>
Self employed	<input type="checkbox"/>	Government sponsored scheme	<input type="checkbox"/>
Unemployed	<input type="checkbox"/>	Student	<input type="checkbox"/>
Retired	<input type="checkbox"/>	Looking after home and family	<input type="checkbox"/>
Full-time carer	<input type="checkbox"/>	Voluntary unpaid work	<input type="checkbox"/>
Permanently unemployed due to sickness or disability			<input type="checkbox"/>

**6. What is your relationship status?**

Single (never married)	<input type="checkbox"/>	Living with partner	<input type="checkbox"/>	Married	<input type="checkbox"/>
Civil Partnership	<input type="checkbox"/>	Separated	<input type="checkbox"/>	Divorced	<input type="checkbox"/>
Widowed	<input type="checkbox"/>	Prefer not to say	<input type="checkbox"/>		<input type="checkbox"/>

**7. What town, village or community do you live in?**

**8. How long have you lived in Midlothian?**

Less than 1 year	<input type="checkbox"/>	1 to 5 years	<input type="checkbox"/>	More than 5 years	<input type="checkbox"/>
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**9. Is your home:**

Owned outright	<input type="checkbox"/>	Owned with a mortgage or loan	<input type="checkbox"/>
Shared ownership	<input type="checkbox"/>	Rented from Council	<input type="checkbox"/>
Rented from a housing association	<input type="checkbox"/>	Rented from a private landlord	<input type="checkbox"/>
Live with others (family or friends) who own the house or pay the mortgage/rent			<input type="checkbox"/>
Other (Please advise)	<input type="text"/>		

# Our commitment to you

## How we're improving the customer experience

Midlothian Council is committed to making our customer service the best that it can be, by responding to customer needs. We will:

- Listen, engage and involve our customers in the design and delivery of our services
- Provide excellent customer service with first time resolution at first point of contact
- Improve customer access by fully utilising all available channels for the delivery of transactions
- Improve our customer experience by transforming the way we deliver services.

We are also fully committed to delivering the aims and outcomes of the National Strategy for Public Libraries in Scotland

(<http://scottishlibraries.org/wp-content/uploads/2015/01/Strategy.pdf>)

We are focused on working in partnership with others to improve customer outcomes.

[www.midlothian.gov.uk/shapingourfuture](http://www.midlothian.gov.uk/shapingourfuture)

[www.midlothian.gov.uk/libraries](http://www.midlothian.gov.uk/libraries)

Email: [HaveYourSay@midlothian.gov.uk](mailto:HaveYourSay@midlothian.gov.uk)

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