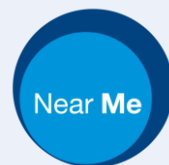


# Near Me Spaces in Libraries

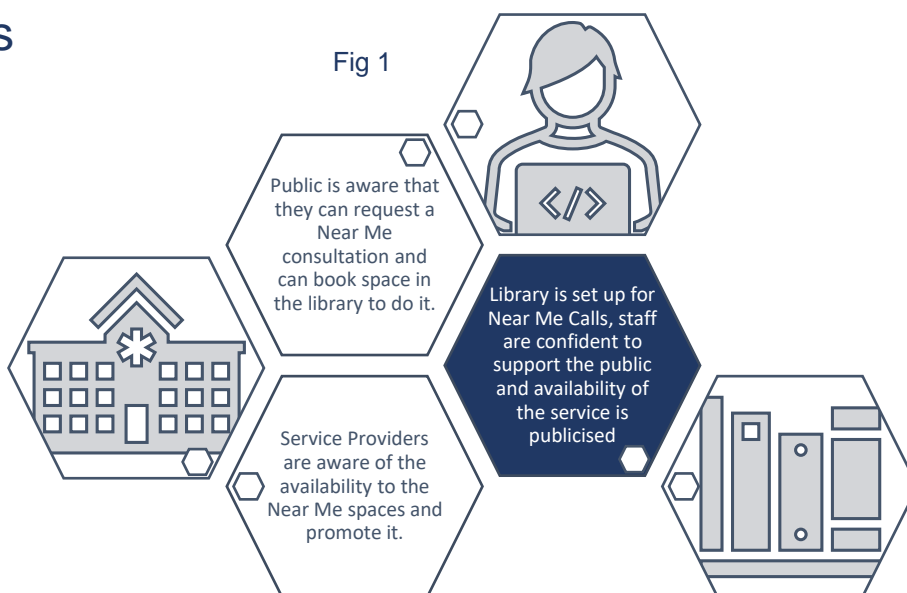
## Progress Report Nov 2022



The Scottish Government's Technology Enabled Team awarded £20K funding to the Scottish Libraries and Information Council (SLiC) in March 2022, to support the establishment of Near Me Spaces in 10 libraries. In association with the Digital Health and Care Innovation Centre Health (DHI) as part of the [Collective Force for Health & Wellbeing](#) the aim is to improve digital access in libraries to health, social care and public services. To achieve this funding has supported work to ensure privacy within the library to make Near Me calls, access to appropriate devices and marketing materials. This is inextricably linked [fig 1] with the wider ambition of Near Me to ensure people are offered the choice, where appropriate, to access services by Near Me.

### Aims

Fig 1



This report describes the learning to date and recommendations for future scale up.

### Key learning

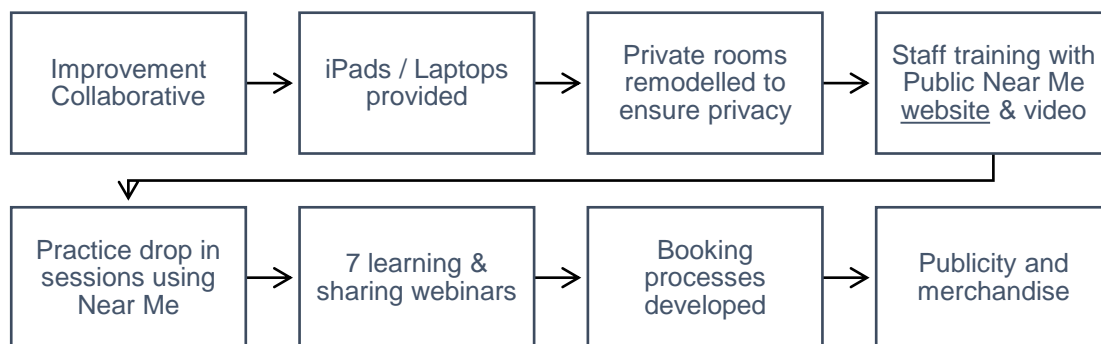
- Communication and publicity requires a multifaceted approach [see page 2].
- The support and opportunity to share learning and progress via the webinars was welcomed.
- Local library staff have embraced the initiative, do not regard it a time consuming task and found the training simple. "Excited about having Near Me and communication has been really good".
- The development of shared resources (media briefings, templates, posters and surveys) was an enabler.
- As anticipated, demand is modest. Uptake is largely dependant on services offering the choice of a Near Me appointment. Being part of the wider Hub network is seen to be an enabler in achieving this.
- It is the responsibility of the person with the Near Me appointment to book the Near Me space in the library.
- Not all libraries have appropriate private spaces to host the service, which will impact on scale up plans.
- NHS services cancelled 30% of the appointments that people had booked within the libraries.

### Recommendations

1. Build on current collaboration with the Digital Inclusion Programme, to further promote the availability digital hubs and access to Near Me.
2. Continue to support SLiC and DHI in the development of scale up plans in both existing and new local authority areas.
3. Support DHI to create a step by step guidance to support the scale up plan including access to resources such as posters, banners, social media templates, training videos and process maps.
4. Ensure Digital Inclusion and Wellbeing is captured within DHI evaluation.

# Near Me Spaces in Libraries - Progress Report Nov 2022

## What we did



**45** Staff trained & confident to support Near Me calls

**21** calls booked  
**8** Live Near Me Spaces

*"A self declared non techy member of the public was very thankful that the library staff could help. As not a fan of travelling the Near Me appointment saved them a trip from Orkney to Aberdeen."*

*"Used the library service because they did not have a reliable enough internet connection at home"*

## Description of the publicity and engagement

### Publicity

- Social Media campaigns.
- Articles in national and local press, internal newsletters and school newspapers.
- Official launches, including both services and citizens to hear about Near Me and see the set up.

### Engagement

- Support from local Near Me leads, existing connections with Health and Social Care Partnerships.
- Collaboration with Health Promotion teams.
- Promotion through existing services and groups run by the libraries i.e. bookbug, reading events, blue badge and bus pass applications, dementia groups and McMillan services.

### Merchandise and Signage

- Near Me pop up banners, local posters and production of bookmarks promoting Near Me.
- Clear signage to the Near Me space and "how to and troubleshooting" posters in the room.

## Challenges

- Public unaware of the service or do not understand what Near Me is.
- Delays in libraries getting the equipment and local IT support.
- Understanding which services offer Near Me locally to help promote service.
- NHS staff reticence to offer Near Me appointments.

## Next Steps locally

- Continue raising awareness at local library events and staff development meetings
- Bulletins in local NHS newsletter and further social media campaigns
- Raising awareness via the sports, culture and art programme
- Continue to promote Near Me services via the warm welcome initiative