

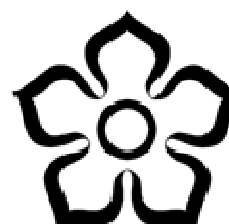
Report to Scrutiny Commission

Neighbourhood Services Scrutiny Commission

Date of Commission meeting: 8th May 2014

Library Services Update Report May 2014

Report of the Director of Culture & Neighbourhood Services



Leicester
City Council

Useful Information:

- Ward(s) affected: All
- Report author: Adrian Wills Head of Libraries & Information Services
- Author contact details 37 3541

1. Summary

This report provides an update on a range of issues for library service that Scrutiny wish to examine.

Strategic & Operational Matters

- The role of Libraries as part of the wider Transforming Neighbourhood Services (TNS) programme
- The impact of the refreshed library systems
- How Libraries support community members with extra needs e.g. older people

Performance

- Comparative key usage figures for each library 2012/13 and 2013/14
- Summary of statistics submitted to the Chartered Institute of Public Finance and Accountancy (CIPFA) which provide information on performance against comparator services
- Public Library User Survey 2013 results for Leicester Libraries

Libraries are a key part of the developing neighbourhoods offer providing key services which support reading, access and support into the digital world, a wide range of information and support for healthy living. In addition activities for children which support achievement and their enjoyment of reading plus learning activities and support for mental health for social and learning activities help older people to attain a better quality of life.

Major staff and system reorganisations have resulted in a big step forward in the modernisation of the service, the results of which can be measured in the CIPFA performance statistics and the PLUS survey.

Use of the service increased in a number of areas during 2013/14.

The user profile of the city's libraries closely reflects the make-up of its population, attracting a substantial and diverse range of people. The users of the service value it highly and the PLUS survey measure of satisfaction showed in the winter of 2013 that 89.3% of users were satisfied with the services. This is a hard won increase on the survey of 2009 and with 28% less revenue resources overall but with capital investment in improvements. The CIPFA statistics show that the service provides good value for money when the cost of the service and its performance is measured against other services nationally.

2. Recommendation(s) to scrutiny

- That the Scrutiny Commission note the key role that library services are playing within the revised neighbourhood services offer.
- That the Scrutiny Commission note the value of the transformative work done within the library service in refreshing IT and library management systems and the positive impact of the service reorganisation undertaken in 2012/13.
- That the Scrutiny Commission note the positive usage figures for the library service and the level of satisfaction expressed amongst service users identified in the PLUS survey.
- That the Scrutiny Commission note the cost effectiveness of the library service in comparison with other library services as shown in the CIPFA data.

3. Supporting Information

This report address the six aspects of the service one which the Scrutiny Commission has requested an update.

3.1 Strategic development:

The vision for Neighbourhood Services is that they will be reconfigured to be sustainable by being better integrated and therefore cost effective while being convenient to use and accessible. This means that in many cases, a range of services will be offered from well-located centres in which opening hours are increased, but that the total number of service points will be fewer. Residents will play a key part in the planning of these local services and systems will be developed to ensure this.

Libraries are a vital part of the core offer by council services for local communities. They are a unique neutral space in which people can meet, socialise, access knowledge, develop skills and enter the digital world. Libraries welcomed 1.8m visitors in 2013/14. The offer that Library services make has been shaped by working with partners, identifying needs and ensuring the inclusion of the agreed national library offer. The national offer supports reading, information provision, access to the digital world and help with healthy living. These are all key components of the neighbourhood services offer in Leicester for the future.

Listed below are examples of what these components consist of:-

- Support for reading and literacy through promotions and interventions with children and families supported by regularly updated collections of books and other media in Libraries and Children's Centres
- 167 well used public access computers across the city with support and help where it can be provided for users lacking in confidence, providing access to the digital society and many council and government services
- Public access Wi-Fi

- Skilled staff who offer a wide-ranging enquiry service that respond to almost 0.5 million questions per year
 - Self-service machines for basic library routine operations freeing up staff to help customers with enquiries and with using the public computers
 - Activities and space for community groups to meet, providing means of community engagement, positive health benefits and programmes of informal education
 - Partnerships with advice services which provide drop in services in libraries.
- The aim is that these key services will be built into an integrated offer in the centres which are identified as the best option by the TNS consultation process. The library moves into the Aylestone Leisure Centre and the St Matthews Community Centre provide examples of how this can be achieved in smaller service points as does the offer at the Brite Centre.

The number of library members at St. Matthews library following the move to the Centre has risen from 1,213 to 1,657 with much higher levels of repeat visits. At Aylestone library and leisure centre, the number of users has risen from 360 to 843, again with far higher levels of use of services. It is not possible to identify the number of users of the previous St Matthews and Aylestone library sites who no longer use any library, as the majority of members have now been issued with new cards with different numbers. Each year, approximately 33% of all library members cease to use the service while a similar sized group of new joiners use libraries. This is a long term pattern that reflects that there are two types of users; long term and single time users.

The proposals for how and where library services will be delivered in the areas of the city yet to be reviewed by TNS will be subject to the agreed consultation process.

3.2 Operational development

3.2.1 From 2013 library systems have been radically overhauled to deliver better value for money and improved customer service.

- A new Library Management System was implemented in January 2013. The system is hosted by the supplier removing the need for costly server replacement.
- As part of the procurement exercise a saving of 26% has been made on the annual maintenance and support contract.
- Self-service kiosks were successfully piloted at the relocated Aylestone Library in Aylestone Leisure Centre in June 2013. The solution has enabled Aylestone Library service to extend opening hours from to 19.5 hours per week to 65 hours per week.
- Self-service kiosks have since been introduced to four further libraries: BRITE Centre, Fosse Neighbourhood Centre, Southfields Library and St Matthews Centre

- Self-service will be implemented at the Central Library in summer 2014.
- All 167 public computers in Leicester Libraries were replaced in early 2013. The overall satisfaction rating recorded for public computer facilities in November 2013's Adult Public Library User Survey increased by 11% compared with the last survey undertaken in 2009.
- The overall usage of the public computers for 2013 – 14 has increased by 16% compared with the previous year.

3.2.2 Local community members with extra needs are supported through a range of activities.

There are regular Toddler Time sessions for parents with under 4's and Study Support sessions for older children who need guidance on reading and homework. There will soon be maths support sessions in certain libraries as part of a project with Children's Services. There are significant partnerships with local schools to provide enhanced involvement with exciting reading programmes and programmes for adults in the autumn.

Libraries also support a large number of book groups around the city.

For older people, there are a number of activity-based social groups which meet in libraries. Many of these are craft groups such as the Knit and Natter sessions but there are also active Local History groups and many people are researching their family history.

All library activities are advertised on the libraries website and there is a calendar of activities that can be accessed. Events are promoted on the monthly email news sheet to subscribing members, "Booknews".

The Home Library service continues to deliver books through volunteers to people with a disability who find it difficult to leave their homes. Older people receive concessions, in that those over 60 are not charged for bringing their books back late and they may also access talking books at no charge.

3.3 Performance

3.3.1 The table below provides an indication of some of the key measures which show how Libraries have performed in 2013/14 compared with the previous year 2012/13.

Library usage - comparative figures

April 2013 to March 2014 compared to April 2012 to March 2013

Note: In the table below, the reduction in visits recorded for the Home Library Service from 2776 to 735 is as a result of the ending of the Library Minibus service. Visits for the Home Delivery service (where books are taken to people's homes) are now counted within the totals for each library. All users of the Minibus who wished to continue to borrow items are now supported by the Home Delivery Service. The difference in numbers therefore is as a result of a change of the nature of the service. This item is marked with 4 asterisks in the table

Please note the increase in usage of Aylestone and St Matthews libraries as they have been reconfigured as part self-service within co-located centres, opening for longer hours.

Library	No. Visits (overall use)		No. hours spent on public computers*		No. Toddler Time attendees*	
	2012-13	2013-14	2012-13	2013-14	2012-13	2013-14
Aylestone	7730	26489	968	3527	638	394
Beaumont Leys	105853	128595	8437	17043	2582	2554
Belgrave	227029	242630	22071	25213	1833	3098
Bookbus 1	12362	16234	n/a	n/a	n/a	n/a
Bookbus 2	23304	25034	n/a	n/a	n/a	n/a
Braunstone	104987	104252	7980	8882	417	515
Central	357218	328584	79255	86445	1152	1751
Children's outreach	24186	18205	n/a	n/a	n/a	n/a
Evington	56485	60284	4088	4009	1109	1269
Fosse	20219	21400	2547	2242	2834	2210
Hamilton	68574	62282	8225	7739	4676	4061
Highfields	224104	248152	14229	17586	1590	1611
Home Library Service****	2776	735	n/a	n/a	n/a	n/a
Knighton	71657	79327	8153	8815	1444	1488
New Parks	74253	75692	7723	8444	2026	2263
Rushey Mead	30381	23534	2065	2006	969	1002
Southfields	29388	28953	5208	5343	123	419
St Barnabas	150831	145443	18255	18964	1864	2446
St Matthews	22431	59487	2927	4982	1235	859
Westcotes	92555	109793	12294	16114	1450	1734
Total	1706323	1805105	204423	237350	25942	27674

After a challenging year in 2012/13 when there was a substantial staff review and when the service's IT systems were at the end of their useful lives, performance in 2013/14 has improved. The number of visits show that there was a substantial increase in usage. The new staff structure has reduced resources but is operating efficiently. The investment in IT and the changes brought about by the pre-TNS service reorganisation, plus success in the development of partnerships bringing in some extra resource and creativity has helped to improve the impact that Libraries have been making for residents.

3.3.2 CIPFA Statistical Returns Results for Libraries

At the end of each financial year, a range of financial and performance statistics are checked by the Council's Finance department and then submitted to the Chartered Institute of Public Finance and Accountancy (CIPFA) who have created a database that local authorities can view. These statistics can be used to compare the performance of authorities with regard to levels of service use and cost.

CIPFA Findings 2012/13

Comparison of Leicester Libraries with All Unitary Authorities (36)

See Appendix 1 for details

The amount spent per thousand people in Leicester on library services is in the bottom quartile of all unitary authorities, indicating good value for money

- For visits, Leicester is in the top quartile per thousand
- Items issued are below the middle point per thousand
- Public PC use is in the top quartile
- The number of enquiries asked is in the top quartile per thousand
- The number of staff per thousand population is at the mid-point

Comparison with Nearest Statistical Neighbour Authorities (13)

These findings indicate good levels of service take up and value for money on staffing.

- Above the middle on visits per thousand population
- Top quartile for PC usage
- Above the middle on Enquiries
- Below the middle on staff per thousand population

3.3.3 Public Library User Survey 2013 results for Leicester Libraries

See Appendix 2 for summary sheets

The adult Public Library User Survey was undertaken during the first week of November 2013. Adult PLUS is a national survey which is undertaken every 3 years by most public library authorities. The survey is independently administered and analysed by the Chartered Institute of Public Finance and Accountancy (CIPFA).

The Adult PLUS survey was undertaken at all 16 Leicester Libraries, including the newly reopened St Matthews Library at St Matthews Centre, and Aylestone Library which relocated to Aylestone Leisure Centre in July 2013.

All customers aged 16 years or over who visited the library during the week were asked to complete a survey form. Library staff offered assistance if customers requested help with the questionnaire.

The previous Adult PLUS survey was undertaken on the same week in November 2009. Key changes since the last survey include the relocation to a new two storey library building at New Parks in 2010 and the amalgamation of the Central Library service in 2011.

The Adult PLUS was undertaken with explicit reference to the Transforming Neighbourhood Services project to help build a picture of how local services are being used by residents.

The results show that the overall perception of Libraries by library users is that 99% think that the service is very good, good or adequate. Only 1% think that the service is poor or very poor.

Our Customers

- The 2013 Adult PLUS saw a high level of participation in Leicester City. 5,018 questionnaires were issued during the week, of which 85% (4,265) were completed.
- Overall the demographic has changed since 2009. As a percentage of the total number responding 40% were aged between 25 – 40 years (37% in 2009). The percentage of respondents aged 16 – 24 years shows a corresponding drop of 3% from 16% in 2009 to 13% in 2013.
- There has been a significant change to the user profile with regard to ethnicity. The number of respondents describing themselves as “White” has fallen from 55% in 2009 to 45% in 2013. There is a corresponding increase in the number of respondents describing themselves as “Asian” which is up from 33% in 2009 to 43% in 2013. The overall BME figure for adults responding to the survey is now 55%. This mirrors the changes recorded for Leicester City by the 2011 Census.
- A higher percentage of respondents considered that they had a disability (22% in 2013 compared with 21% in 2009).

- A higher percentage of respondents were unemployed and available for work (16% in 2013 compared with 13% in 2009). Fewer respondents were employed in either full or part time work (40% in 2013 compared with 43% in 2009). These figures are reflected in the responses to “how the library has helped me” (see 3.3.4).

Satisfaction Results

- The crucial overall satisfaction rating for the city as a whole has increased by 1%. **89.3% of respondents rated their library as “very good” or “good” compared to 88.3% in 2009.**
- Libraries benefitting from recent investment recorded increased rates of satisfaction. 85.8% of Central Library users rated the library as “very good” or “good” (84.5% in 2009). **At the new build New Parks Library, which opened in 2010, the satisfaction rate is at 98% (89% in 2009).**
- Almost all areas of the service recorded an increase in satisfaction. **The highest rating was given to Customer Care which 93% of respondents regarded as “very good” or “good”.** This is reflected in the high number of positive comments written the about staff.
- **The public computer service showed the highest increase in satisfaction levels, up from 69% in 2009 to 81% in 2013.** This corresponds with the citywide replacement of the public computer facilities and the implementation of up to date software applications.
- **Satisfaction with both the choice (80%) and physical condition (86%) of the book stock has increased across the city as a whole.** It is to be noted that the move to a regional buying consortium has largely offset the impact of a small reduction in the book fund as part of the Council’s 2012 – 15 budget strategy.
- Opening hours are the only area where satisfaction has fallen slightly. However, overall satisfaction is still high with 89% of respondents considering opening hours at their library to be “very good” or “good” (down from 90% in 2009). The survey results show a balanced response to the small reduction in opening hours in 2011.

Patterns of Use

- **Patterns of use continue to evolve but book borrowing continues to be strong in Leicester City with 53% of respondents visiting the library for this purpose during the survey week.** Over one third of adults surveyed (36%) visited the library with the intention of using a computer. 37% of came to the library “to find something out”.
- It is of note that 10% of all adults visiting the library were using their own internet connected devices, reflecting the implementation of Wi-Fi at all city libraries in 2012.
- **The percentage of customers who have been helped by the library in specific areas has increased.** This may be the result not only of an extended

library offer in areas such as health, getting online and study, but also of an increased need for help in the current social and financial climate.

- Key areas where adults have been helped by the library are Health and Wellbeing (34%), Getting Online (38%), Job Seeking and Work (34%) and most significantly Learning and Study (63%). That 35% of respondents had been helped to “Meet People” demonstrates the ongoing role of the library as a community hub.

4. Financial, legal and other implications

4.1 Financial implications

There are no financial implications arising directly from this report, however the published statistics referred to in the report suggests that in relation to many other councils, the service performs well at a low cost.

Colin Sharpe, Head of Finance ext. 37 4081.

4.2 Equality Implications

The report demonstrates that the library service continues to effectively meet its strategic remit of providing a place for people to meet and to access knowledge and information – through books, digital information and library staff. These opportunities promote two of the aims of our Public Sector Equality Duty: advancing equality of opportunity as in residents being able to access materials and information in order to promote their ongoing learning, personal development and access to work; and by fostering good relations between different groups by providing public spaces for people to interact with others and also become involved in shared communities activities.

Performance data show that use made of libraries by different groups is changing over time: different age cohorts using the libraries more (25-40s) and less (18-24s); and different ethnic groups as well – proportionately more BME users and less White users. It would be useful to understand why these changes are occurring.

Irene Kszyk, Corporate Equalities Lead, ext. 374147

4.3 Other Implications

None.

5. Background information and other papers:

None.

6. Summary of appendices:

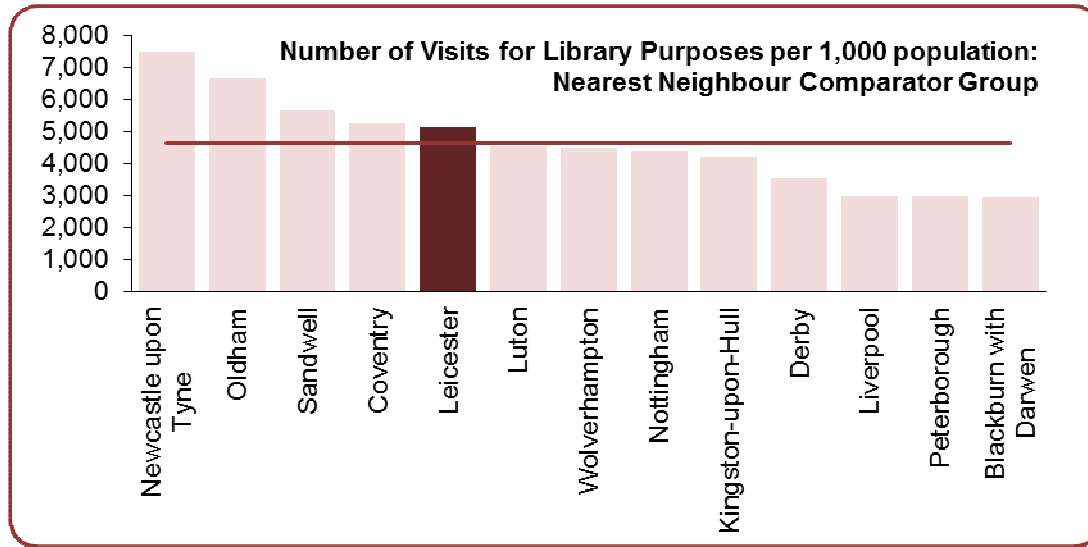
Appendix 1: CIPFA statistics

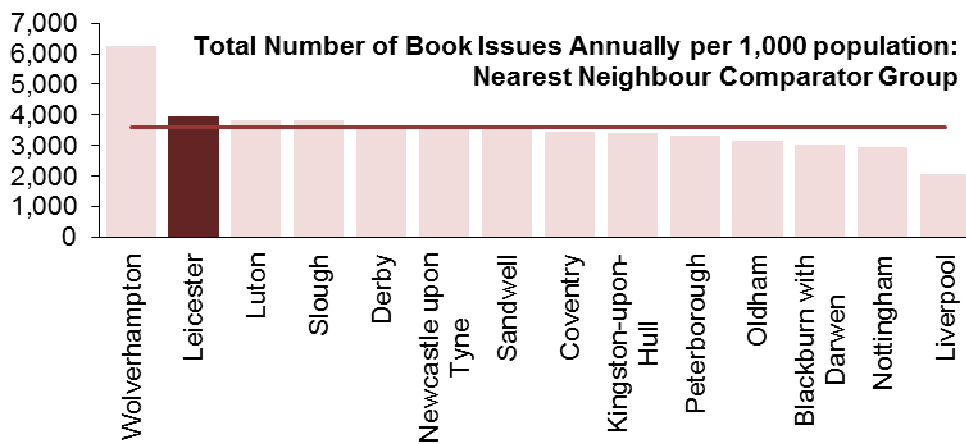
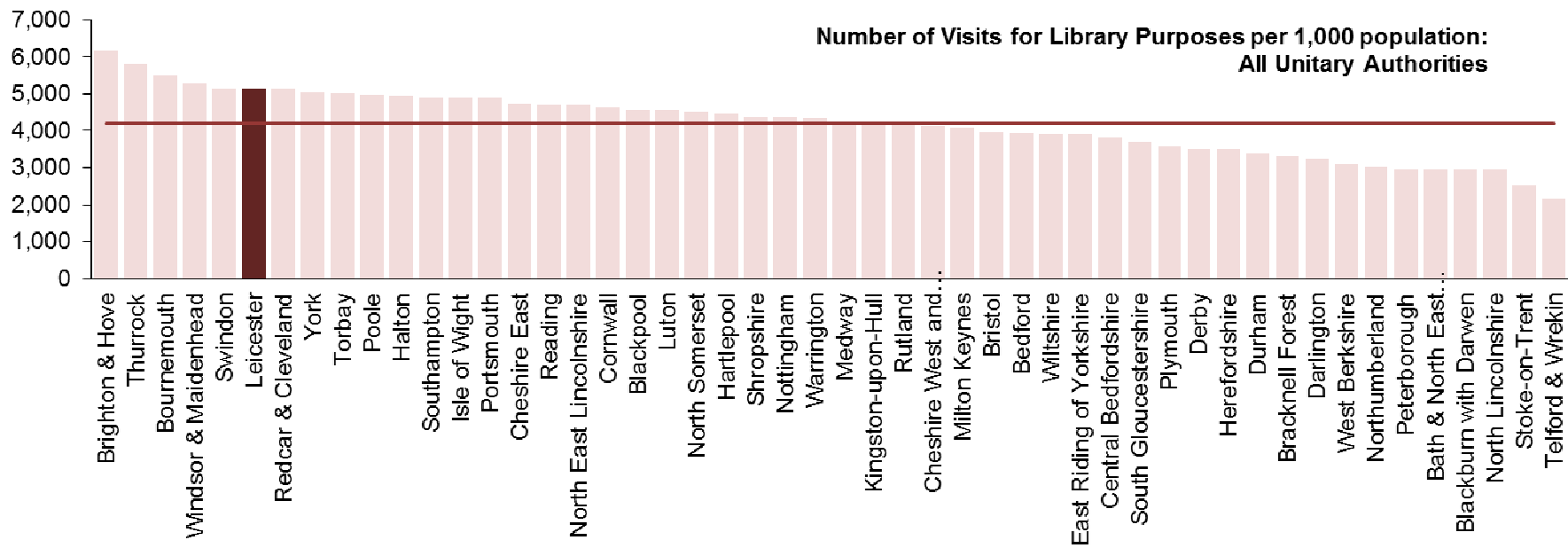
Appendix 2: Plus Headline report

7. Is this a private report?

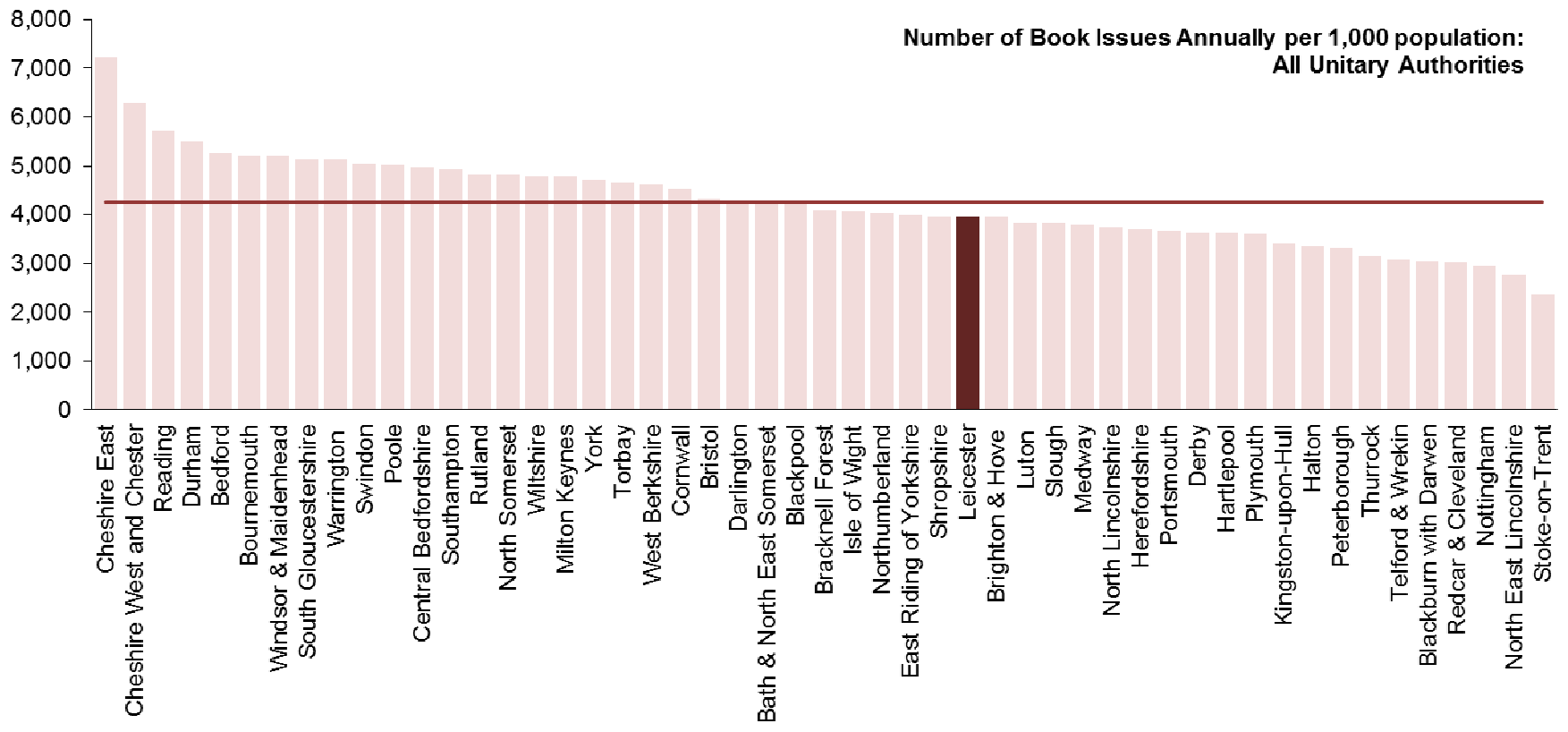
No.

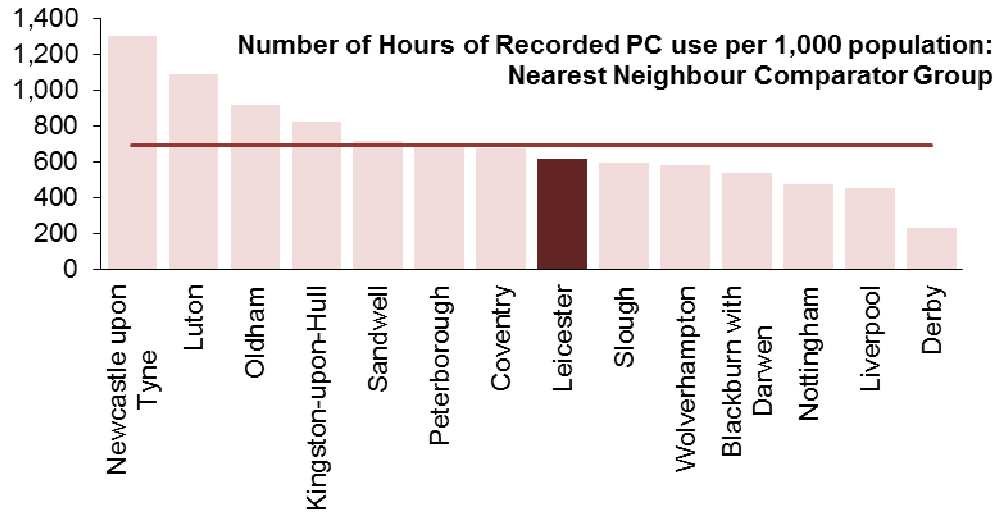
Appendix 1: CIPFA Statistics Showing Leicester Compared with Nearest Neighbour (Similar) and All Unitary Authorities

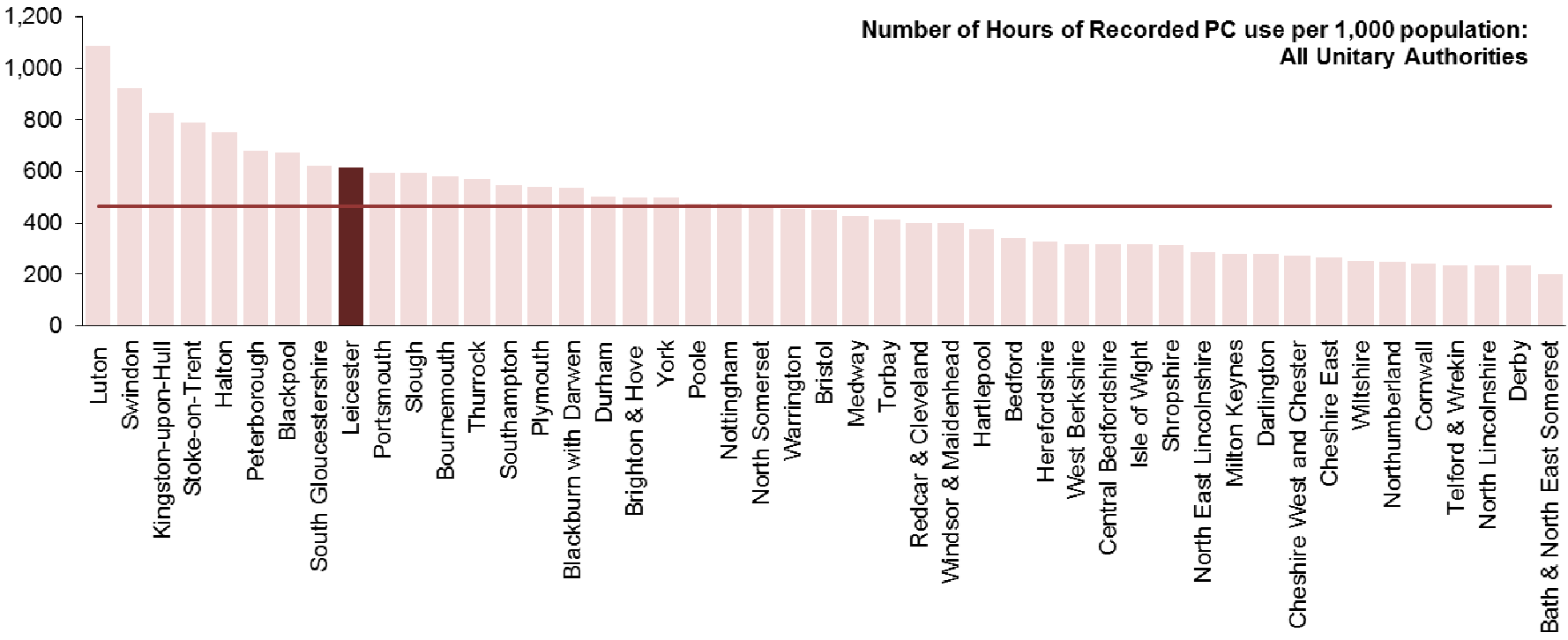


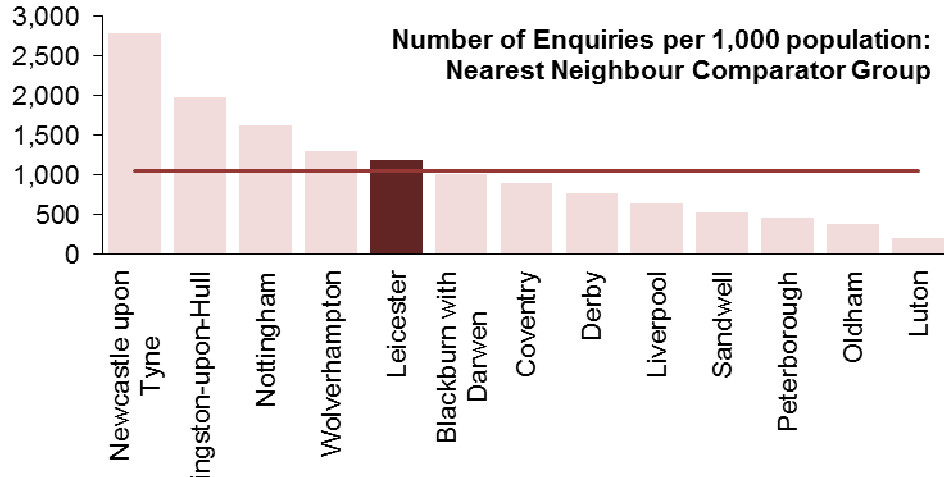


Number of Book Issues Annually per 1,000 population:
All Unitary Authorities

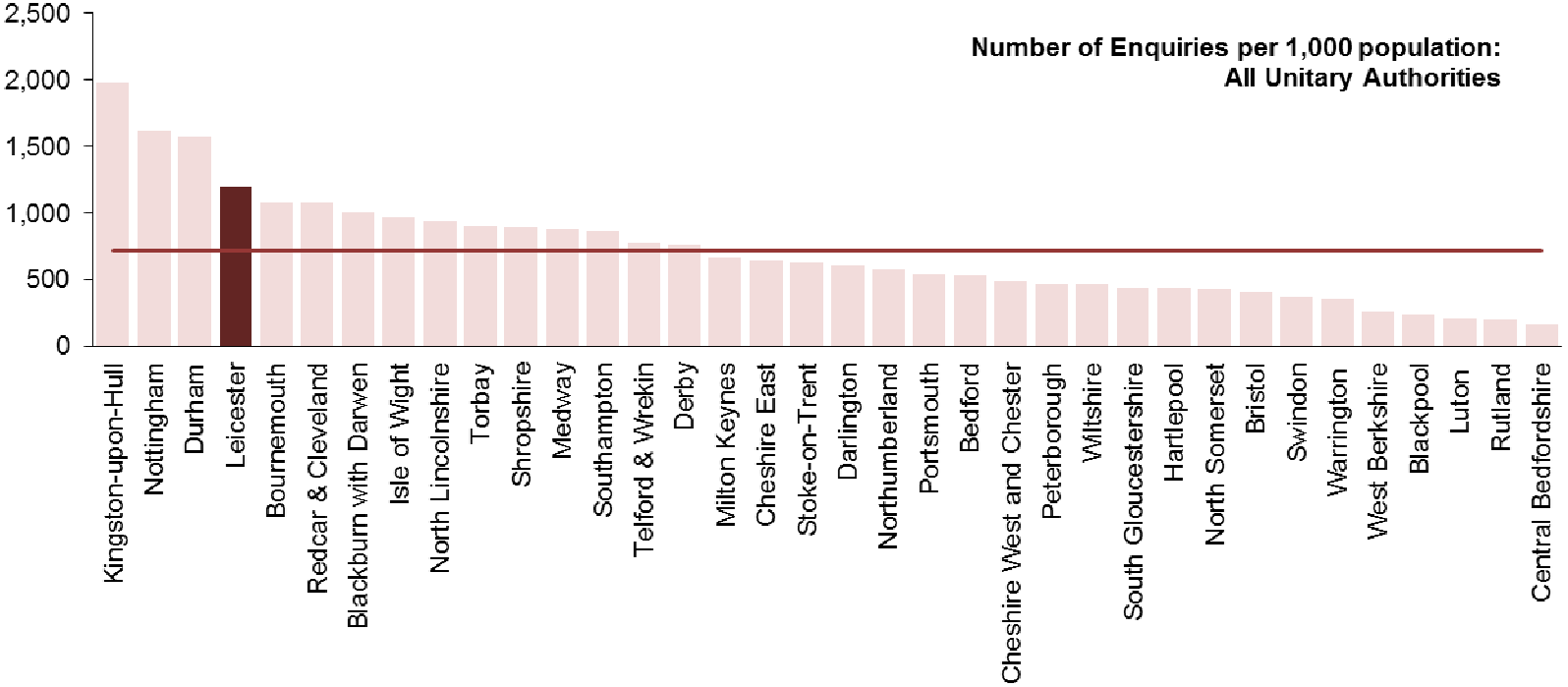


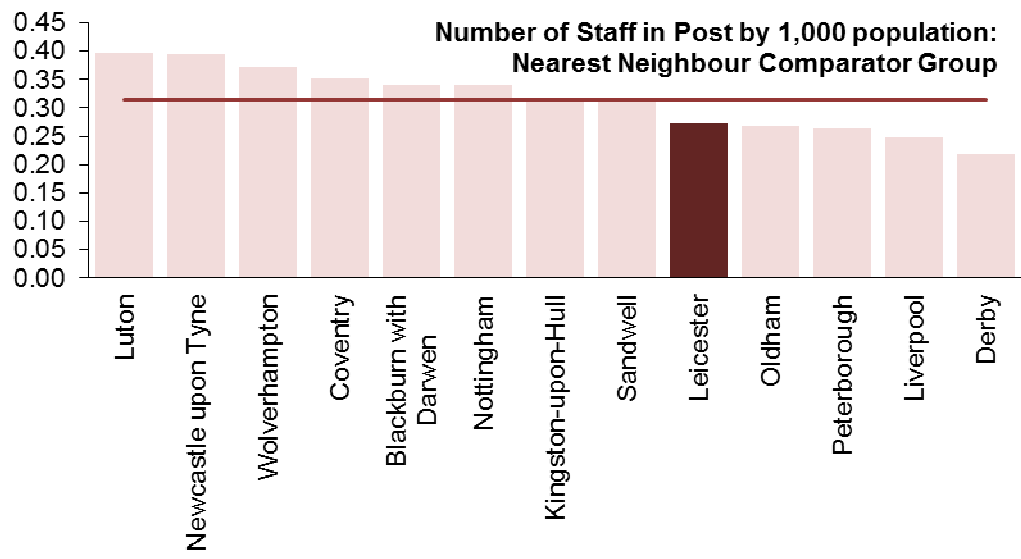


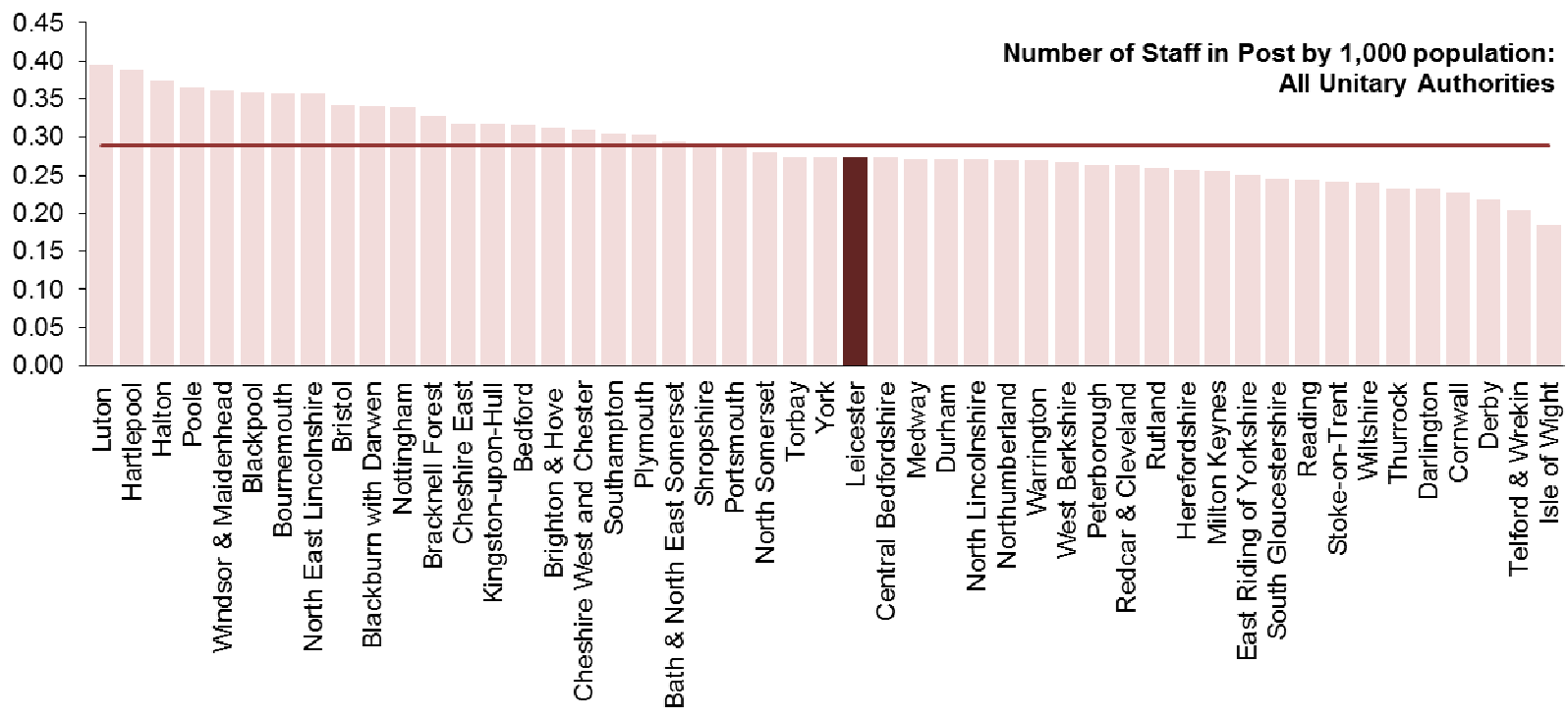




Number of Enquiries per 1,000 population:
All Unitary Authorities







Appendix 2 Leicester City Libraries – PLUS Headline Report for All Libraries

Opening hours								
Year	Satisfaction	Very good	Good	Adequate	Poor	Very poor	no. of cases	response rate
2013	89%	52%	37%	8%	2%	1%	4,055	90%
2009	90%	49%	42%	9%	1%	0%	4,688	96%

Attractiveness of library outside								
Year	Satisfaction	Very good	Good	Adequate	Poor	Very poor	no. of cases	response rate
2013	72%	28%	44%	22%	4%	1%	3,730	83%
2009	62%	22%	41%	29%	8%	1%	4,585	94%

Attractiveness of library inside								
Year	Satisfaction	Very good	Good	Adequate	Poor	Very poor	no. of cases	response rate
2013	84%	33%	50%	13%	2%	1%	153	88%
2009	74%	30%	44%	22%	3%	1%	4,603	94%

Standard of customer care								
Year	Satisfaction	Very good	Good	Adequate	Poor	Very poor	no. of cases	response rate
2013	93%	61%	32%	6%	1%	0%	3,771	84%
2009	93%	57%	36%	6%	1%	0%	4,624	95%

What do you think of the books in this library - choice?

Year	Satisfaction	Very good	Good	Adequate	Poor	Very poor	no. of cases	response rate
2013	80%	38%	42%	17%	2%	1%	4,003	89%
2009	78%	30%	48%	19%	3%	0%	4,619	94%

What do you think of the books in this library - physical condition?

Year	Satisfaction	Very good	Good	Adequate	Poor	Very poor	no. of cases	response rate
2013	86%	35%	51%	13%	1%	0%	3,486	77%
2009	81%	26%	56%	17%	1%	0%	4,246	87%

What do you think of the computer facilities in this library?

Year	Satisfaction	Very good	Good	Adequate	Poor	Very poor	no. of cases	response rate
2013	81%	35%	46%	16%	2%	1%	3,682	82%
2009	69%	28%	41%	25%	4%	2%	4,355	89%

What do you think of the information provision in this library?

Year	Satisfaction	Very good	Good	Adequate	Poor	Very poor	no. of cases	response rate
2013	84%	34%	50%	15%	1%	0%	3,917	87%
2009	81%	28%	52%	18%	1%	0%	4,572	94%

Taking everything into account what do you think of this library?

Year	Satisfaction	Very good	Good	Adequate	Poor	Very poor	no. of cases	response rate
2013	89%	47%	42%	9%	1%	0%	4,148	92%
2009	88%	42%	46%	10%	1%	0%	4,805	98%

Table Showing the % of Types of Comment at Each Library from All Comments Made

Leicester City Libraries: PLUS Comments Headline Report
Most customers did not choose comment. Of those who did, the comments have been categorised by subject.
(ordered by the percentage of respondents 'Happy with the library')

Library name	Happy with library (% of responses)	Helpful staff (% of responses)	Increase choice / selection of books (% of responses)	Increase hours / days open (% of responses)	Increase number of computers (% of responses)	Library needs updating (% of responses)	Library can be too noisy (% of responses)	Provide more activities (% of responses)	Provide more space / seating / for reading / studying (% of responses)	Provide tea / coffee / food vending machines / café (% of responses)	Improve / provide toilet facilities (% of responses)	Provide more sockets for laptops (% of responses)	Upgrade computers (% of responses)	General comment (% of responses)
St Matthews	76	47	18	6	0	0	6	0	6	6	0	0	0	6
New Parks	70	50	5	2	4	0	0	2	2	0	0	0	0	10
Fosse	68	51	13	9	11	9	0	4	2	2	0	0	0	13
Hamilton	67	27	16	8	3	0	7	6	3	1	1	1	1	11
Braunstone	65	50	15	6	1	3	10	4	1	1	0	0	1	11
Aylestone	65	14	27	0	5	2	1	1	10	2	0	0	0	17
Knighton	64	33	13	10	4	4	3	4	3	2	1	1	0	5
Evington	61	40	15	3	8	4	1	3	4	0	1	1	1	8
Belgrave	57	34	16	12	5	1	11	5	8	0	0	0	1	9
Westcotes	55	36	15	6	11	6	1	4	4	1	2	0	2	5
Beaumont Leys	55	31	13	9	3	3	1	3	3	1	2	2	2	14
Southfields	52	48	20	10	9	14	3	4	2	0	0	0	0	5
St Barnabas	52	26	17	13	3	9	11	5	4	1	2	0	1	9
Leicester Central	49	23	17	10	1	3	8	3	10	3	4	2	8	16
Highfields	43	26	18	19	6	6	4	9	6	2	4	2	2	10
Rushey Mead	41	24	24	27	12	10	0	6	2	2	0	0	0	2
TOTAL	59	35	16	9	5	5	4	4	4	2	1	1	1	9

Comments highlighted in green show a particularly high proportion of positive comments. Those highlighted in red show a higher proportion of negative mentions, or issues that particularly need addressing

