

Bath and North East Somerset Council Libraries Needs Assessment

Published June 2017

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Introduction & Contents

Introduction

This needs assessment attempts to answer the following research questions:

- What is the national and local context of the current B&NES library provision?
- What are the trends over time for library use?
- What are the demographic characteristics of library users?
- Can we segment the user profile by demographic characteristics?
- How do library users compare to One Stop Shop (OSS) users?
- How does the geographical location of libraries and users determine use?
- What is the current user experience of library services based on existing data.

All libraries in Bath and North East Somerset are in scope for this Assessment

This assessment will use a combination of primary and secondary data as well as published consultations and surveys.

A data quality improvement plan will be developed to supplement this report.

Contents

1. Executive Summary (pg. 3-5)
2. B&NES libraries in context (pg. 6-8)
3. Activity (pg. 9-16)
4. Understanding user demographics (pg. 17-27)
5. Location (pg. 28-33)
6. One Stop Shop users (pg. 34-38)
7. Public perceptions and engagement (pg. 39-44)

Appendix 1 – Stock Trends (pg. 45-47)

Appendix 2 – Data Tables and Sources (Supplied separately)

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Executive Summary

Activity

- Bath handles the greatest levels of activity for all libraries by a significant margin. The analysis discusses 'issues' which are items taken out by a registered user.
- Footfall has nearly doubled since 2012, but issues have reduced across most sites.
- Redesign and new provision appears to have a positive impact on footfall and activity
 - Physical redesign of some sites in 2006 (Bath, Moorland Rd, Radstock, Saltford and Weston libraries)
 - Keynsham and Paulton sites delivering additional services, such as One Stop Shop services and cafes from 2014
 - Footfall does seem to relate to issues; but not in Bath
 - Computer reservations have picked up since 2014 following removal of charges.

Future Opportunities

- To promote and develop the provision of information, advice and support for literacy/skills for more deprived communities

Understanding User Demographics

- Evidence of services being targeted at particular groups (e.g. events for children and families)
- Clearly determined user groups exist:

Key User Groups

Higher prevalence users:

- Women & Girls
- Younger children and families
- Less deprived
- Older

Lower prevalence users:

- More deprived communities
- People with disabilities (note data recording issues)

High frequency users (16% of users account for around 60% of all issues)

- Different people seem to visit libraries to use computers as opposed to taking out an item.
 - Roughly 10% do both

Executive Summary cont.

Location

- Areas with greater density of low income households and rural areas have lower proportion of registered users
- No area has greater than 16% of the population using a library.
- Proximity to a library seems to be a significant determining factor in use
 - Bath City and Bathavon area primarily served by Bath Central Library
 - Keynsham and Saltford mainly served by Keynsham Library
 - Midsomer Norton, Radstock and Westfield mainly served by Midsomer Norton and Radstock Libraries
 - Paulton served by Paulton Hub
 - Remaining rural areas more diverse

One Stop Shop Users

- Bath One Stop Shop users can be generalised as follows ;
 - Housing Benefit claimants more likely to come from deprived communities
 - Citizen’s Advice client profile is predominantly working age

Public Perceptions and Engagement of Library Services

- Self-reported library use through the Voicebox survey is in excess of actual recorded use.
- A large number of responses emphasised the importance of physical presence and variety of books to browse and borrow
- Some consultation respondents gave unprompted negative views of proposals to move.
 - Respondents largely similar group to regular users.
- All surveys has raised importance of design and feel of the space.
- The current user base is very active and passionate about its service

2. B&NES Libraries in Context

National comparison library data is taken from the Chartered Institute of Public Finance and Accountancy (CIPFA). CIPFA is the professional body for people in public finance.

CIPFA is commissioned by the Department for Culture, Media and Sports (DCMS) to collate and report on library statistics to provide management information for decision makers involved in providing the libraries service. The information used in this analysis is derived from CIPFA public data.

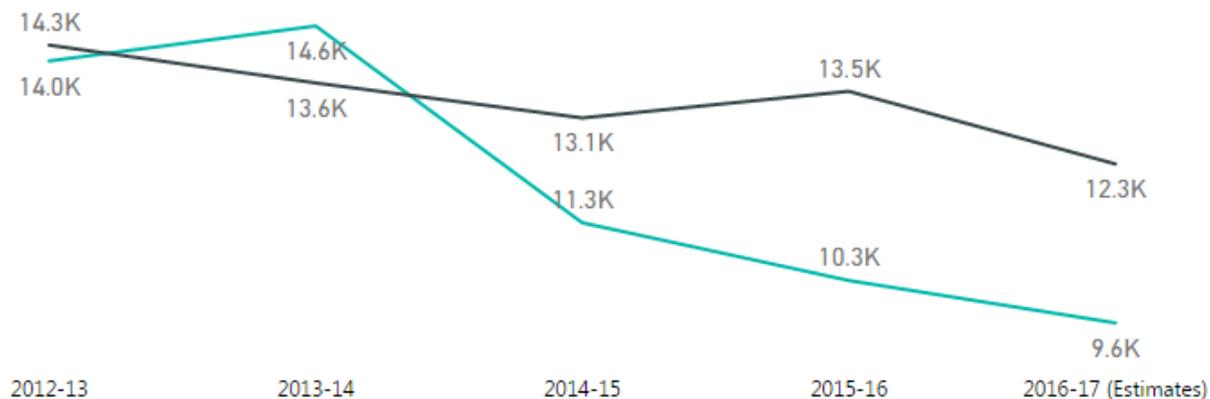
Authorities are compared to national average and against their nearest statistical neighbours, in this case the 15 Library Authorities most similar to B&NES:

- Cheshire East
- Herefordshire
- Solihull
- Shropshire
- Cheshire West and Chester
- York
- North Somerset
- Central Bedfordshire
- Stockport
- Wiltshire
- Bedford
- Poole
- South Gloucestershire
- East Riding of Yorkshire
- West Berkshire

Library visits and expenditure

Revenue expenditure per 1,000 population (£s)

● Bath & North East Somerset ● Average

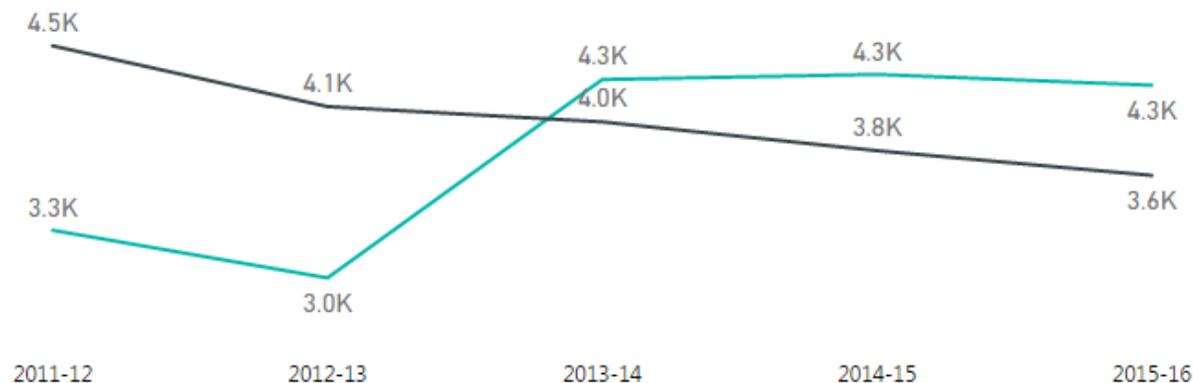


B&NES compared to 15 nearest statistical neighbours (CIPFA members)

The population figure used for all years is the mid-year 2016 figure, so the changes in value relate to changes in expenditure only

Physical visits per 1,000 population

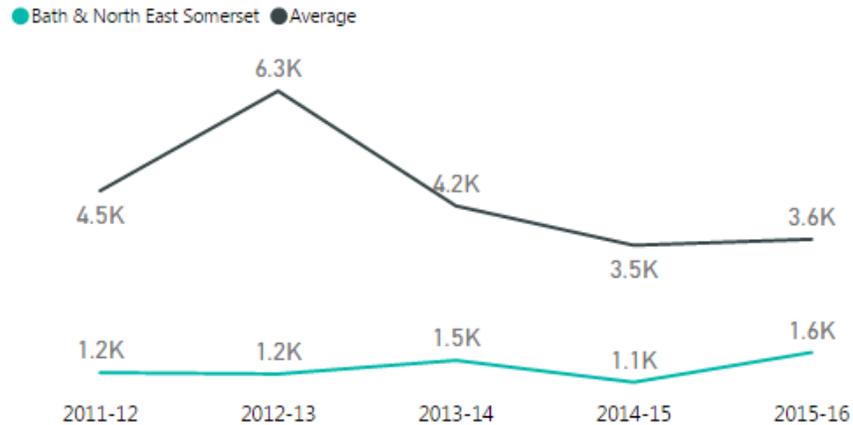
● Bath & North East Somerset ● Average



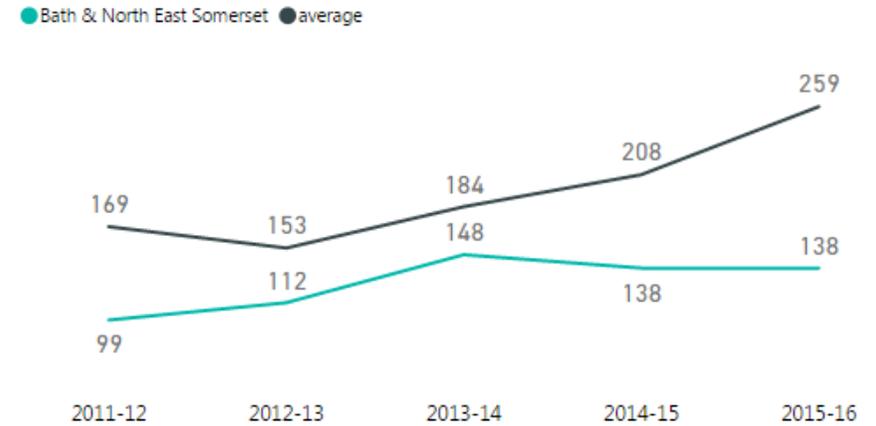
This is physical visits for library purposes and includes reasons other than borrowing.

Website visits and personnel

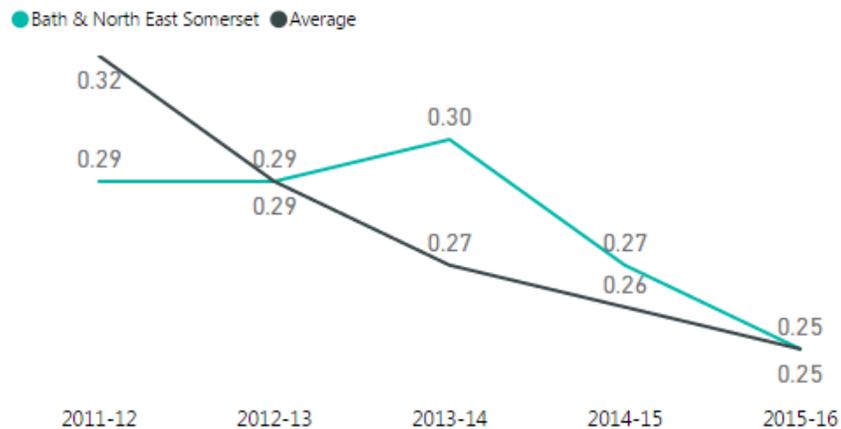
Website visits per 1,000 population



Number of volunteers



Library employees per 1,000 population



B&NES compared to our nearest statistical neighbours on visits to library websites, library employees per 1,000 population and volunteer numbers

3. Activity

Activity data comes from a variety of sources. Data quality is challenging in all cases, and to provide a reasonable comparison the *nearest* comparable time period to the calendar year 2016 has been used.

Footfall (2016 Calendar Year):

Internal measures captured by library staff using a combination of automated counting methods, aside from the mobile library where manual footfall counts are used. The data is extracted for the calendar year 2016.

Issues (15/16 Financial Year)

Issues are the volume of actual items taken out from an individual library recorded by the Library Management System. These may be books, DVDs or other items.

Computer Reservations (2016 Calendar Year)

Computer reservations are extracted from the Netloan system, which is used by registered library users to book computer sessions. A reservation simply means that the session was booked, it does not guarantee attendance.

Wi-Fi Use (Projected for 2016/17 financial year)

Wi-fi use is calculated through the number of unique devices connecting to the wi-fi on a daily basis. Figures are available from April 2016 to Feb 2017 and have been projected to create a synthetic years figure.

Events (2016 Calendar Year)

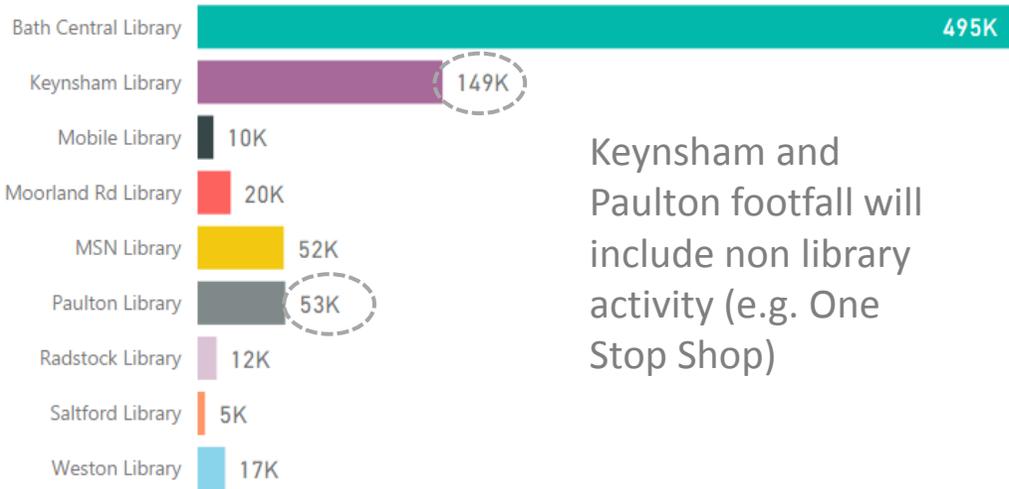
Events data are not captured systematically, but some records are taken and have been collated for the 2016 calendar year. Some information on the number of attendees and the target audience is also available and discussed in the following section

A note on active users

Some statistical releases on libraries use trends in 'Active users' to understand library use. This figure is problematic for any local needs assessment, as it refers only to users "registered" at a library, as opposed to any user of the library and is considered sufficiently unrepresentative of genuine activity that it is not included in this analysis.

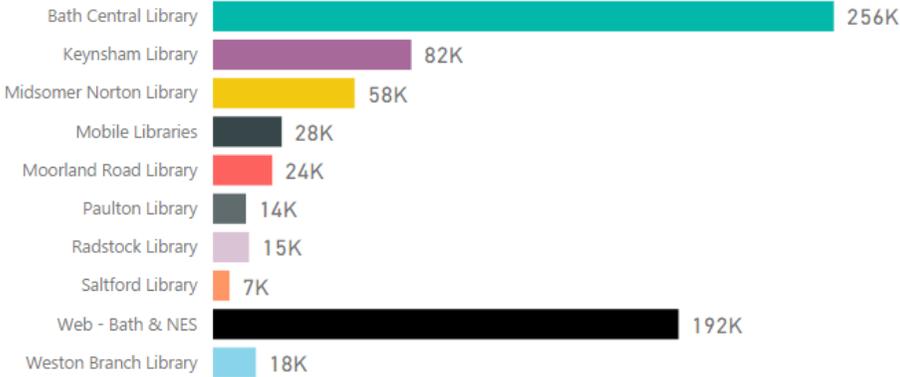
2016 Activity Snapshot

Footfall 2016 Calendar Year



Keynsham and Paulton footfall will include non library activity (e.g. One Stop Shop)

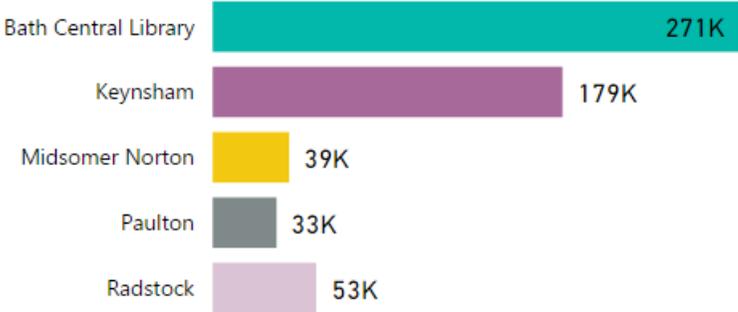
Issues 2016 financial year



Computer reservations 2016 Calendar Year



Projected unique wi-fi devices 16/17



Events activity snapshot

Events held in libraries have included; national reading events, author visits, story times, reading groups, regular school trips, baby bounce and rhyme, comic clubs, Lego clubs and creativity groups

Events data have been collated from a snapshot of unstructured returns completed by library services staff for calendar year 2016.

Total No. Recorded Events

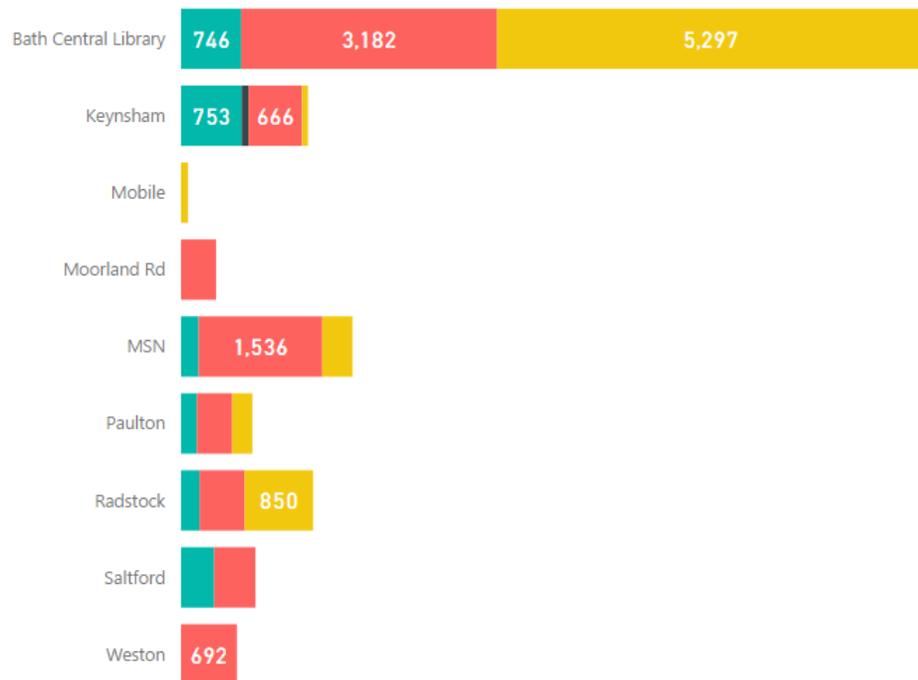
905

Total No. Recorded Attendees

17,590

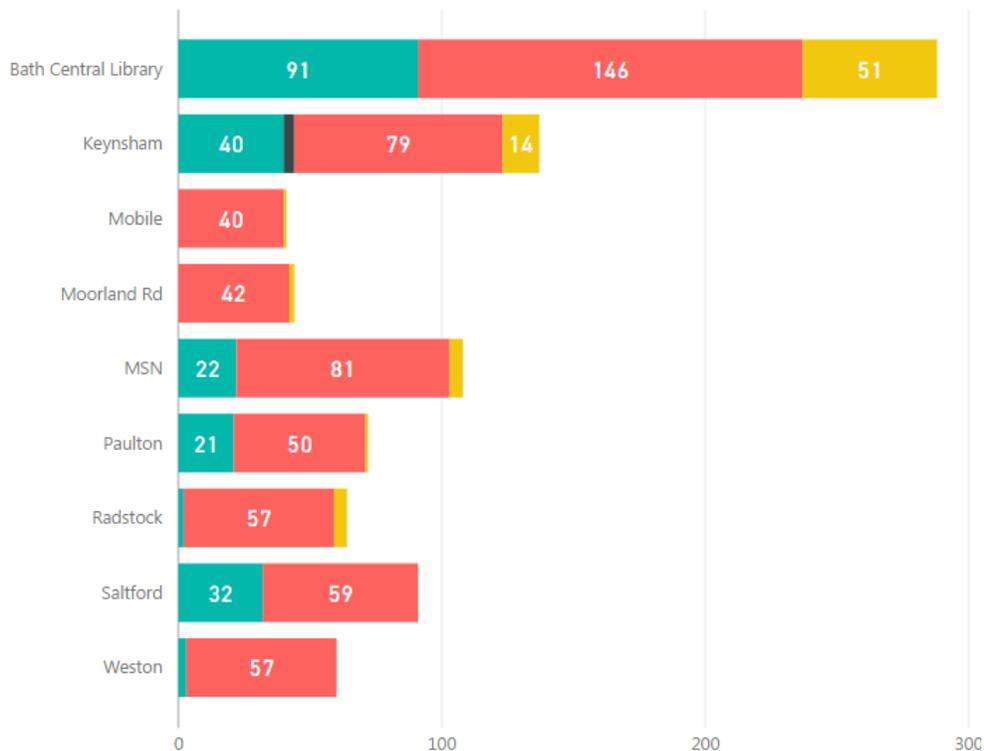
No. Recorded Visitors by Library

Type ● External ● General Events ● Internal/Partner ● Outreach



No. Events by Library

Type ● External ● General Events ● Internal/Partner ● Outreach



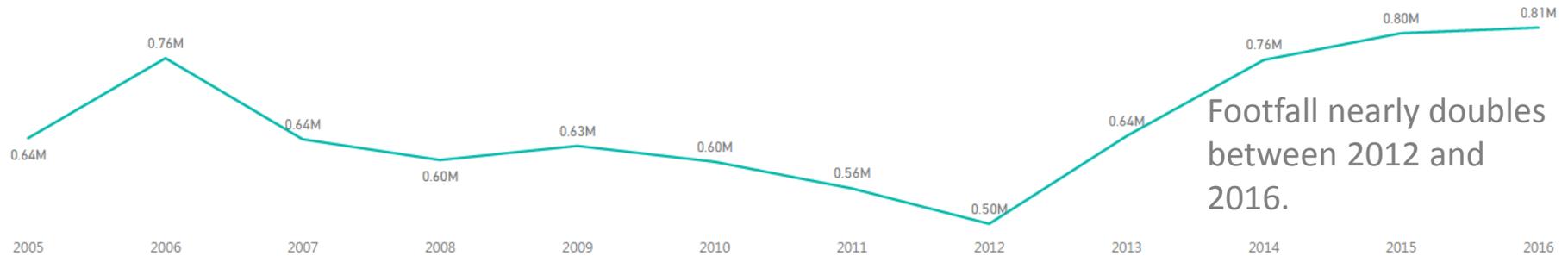
Events with no visitor count

Count Status ● Count Not Recorded ● Count Recorded



Overall trends in footfall, issues and computer reservations

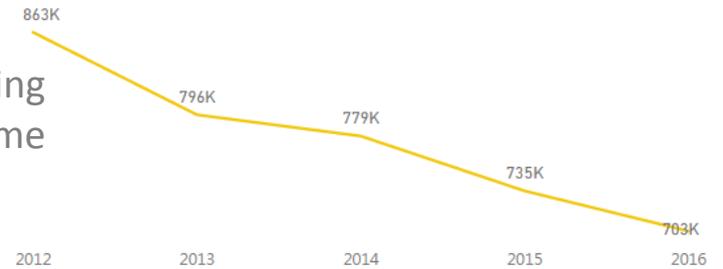
Footfall



Footfall nearly doubles between 2012 and 2016.

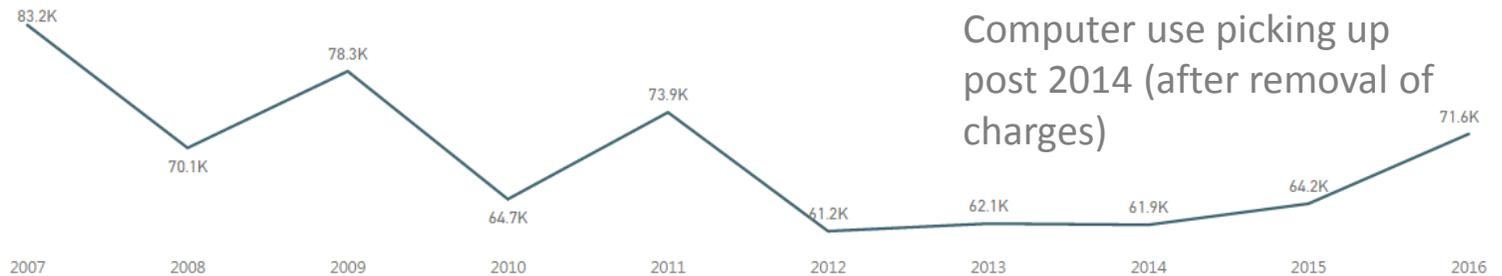
Issues

Issues steadily reducing over time

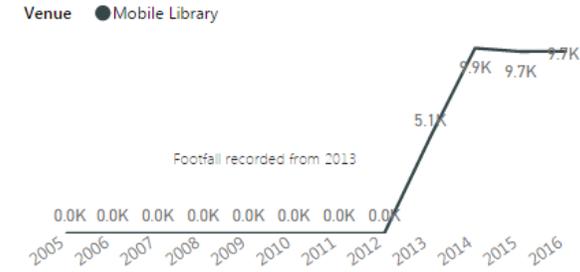
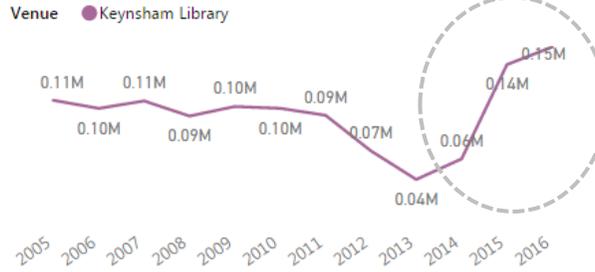


Computer Reservations

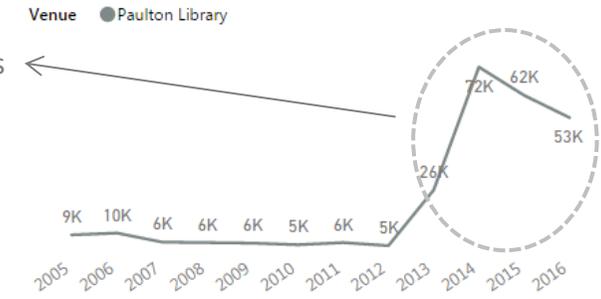
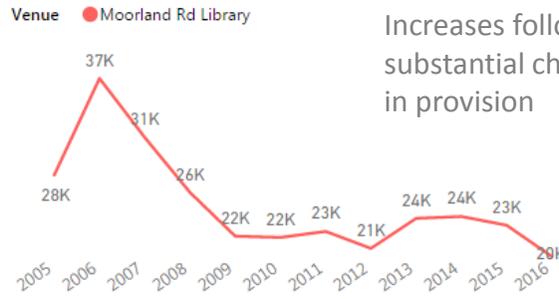
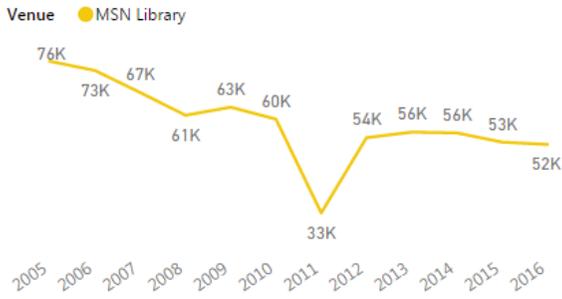
Computer use picking up post 2014 (after removal of charges)



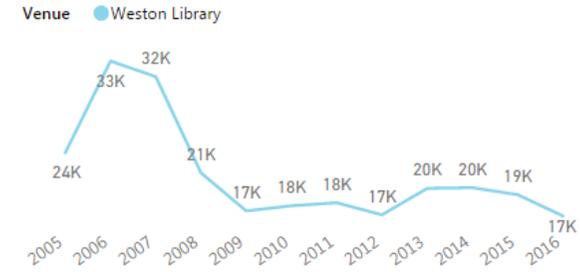
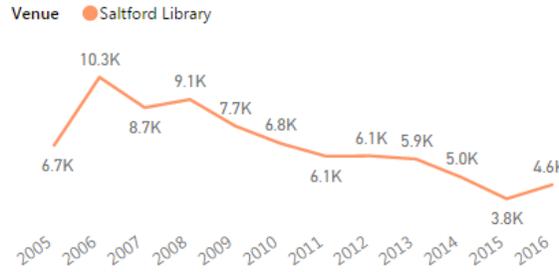
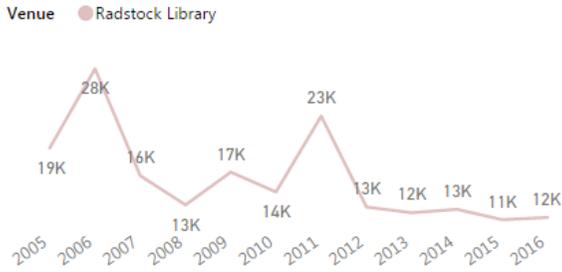
Library Footfall Trends (Calendar Year)



Bath is the main driver in footfall increase

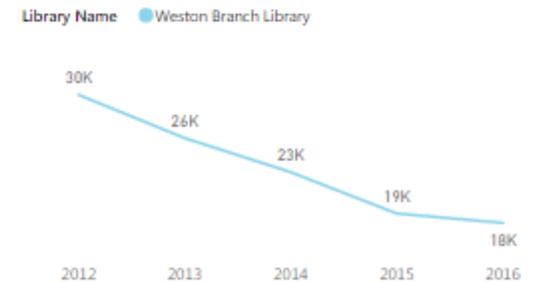
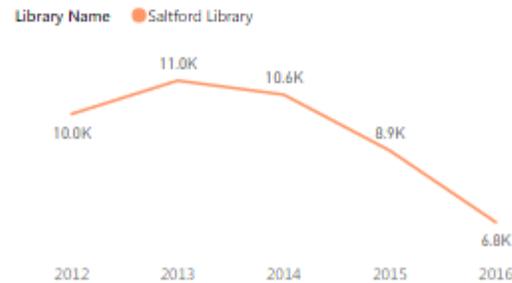
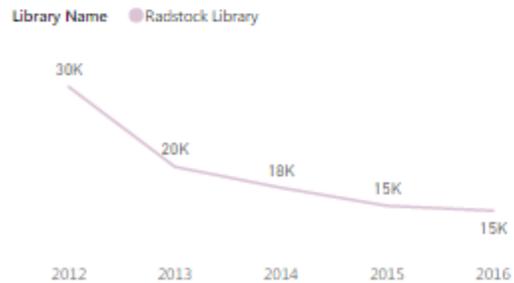
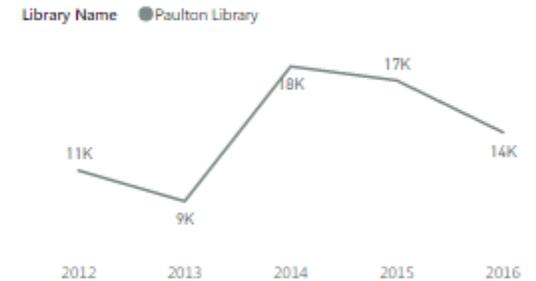
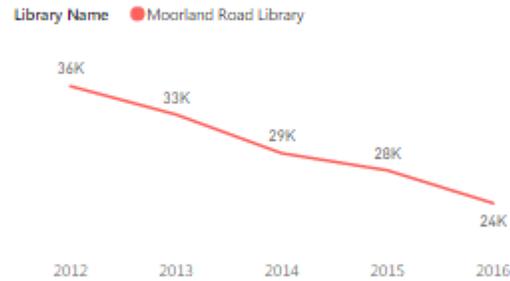
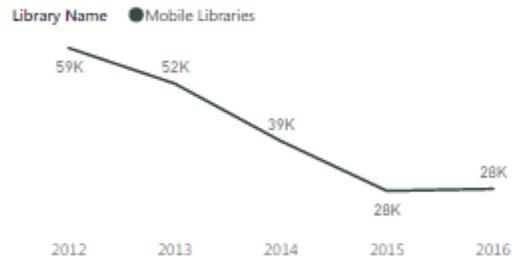
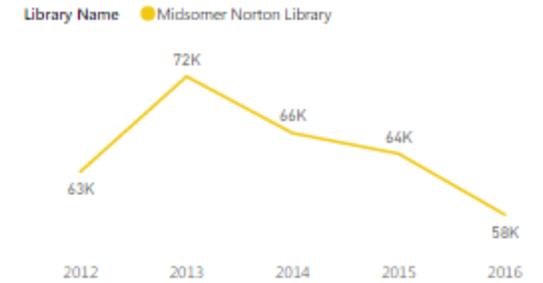
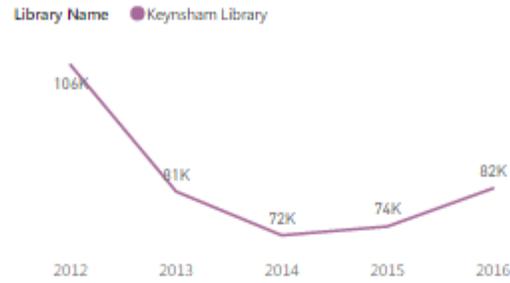
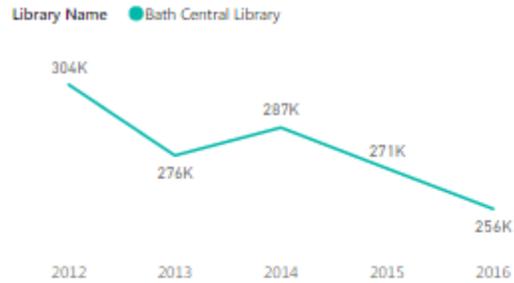


Increases following substantial changes in provision



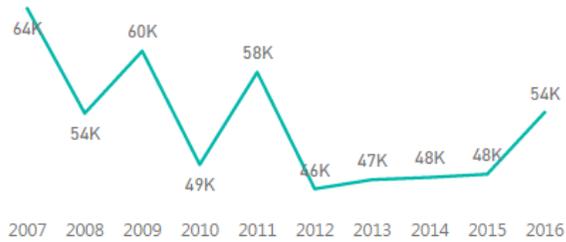
5 spikes in footfall in 2006 following the library redesigns – Bath, Moorland Rd, Radstock, Saltford and Weston

Issues (Financial Year End)

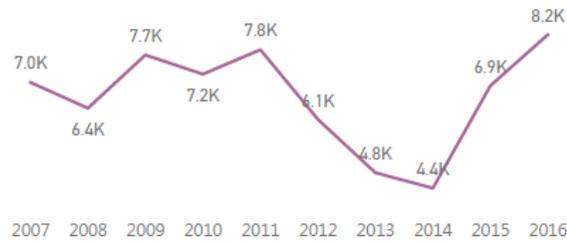


Computer reservations (Calendar Year)

Library ● Bath Central Library

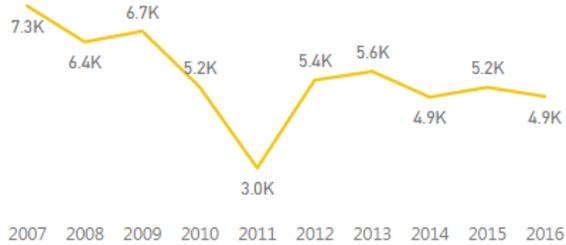


Library ● Keynsham Library



No computer provision in mobile libraries

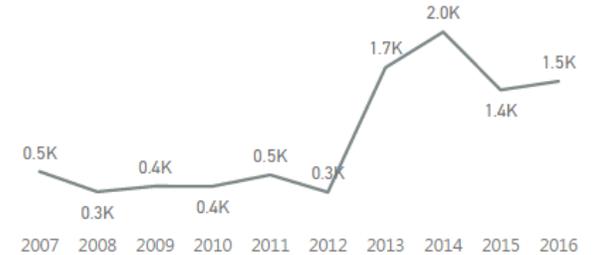
Library ● Midsomer Norton Lib



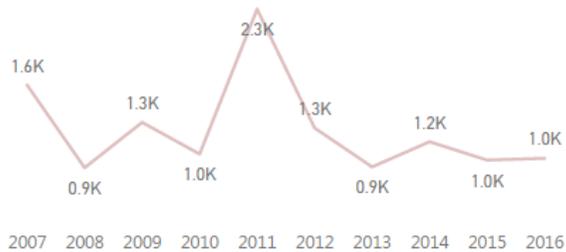
Library ● Moorland Road Library



Library ● Paulton Library



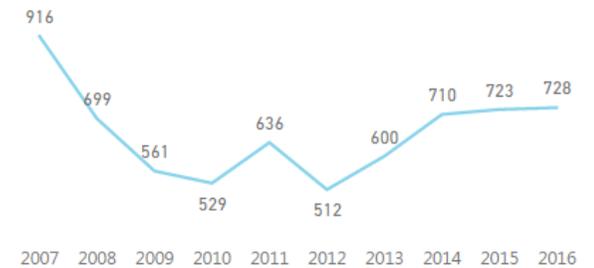
Library ● Radstock Library



Library ● Salford Library



Library ● Weston Library



Activity: What is the story?

- Bath handles the greatest levels of activity for all libraries by a significant margin
- Footfall has nearly doubled since 2012, but issues have reduced across most sites.
- Redesign and new provision appears to have a positive impact on footfall and activity:
 - Physical redesign of some sites in 2006
 - Keynsham and Paulton sites delivering new services from 2014
 - Footfall does seem to drive issues; but not in Bath (possibly due to increased focus on events)
 - Computer reservations have picked up since 2014, driven by Bath and Keynsham (following removal of charges)
- However, some libraries saw a tail-off in activity after a few years following redesign

4. Understanding user demographics

A new library management IT system (LMS) was introduced in June 2016.

The system holds the full list of **registered users** in Bath and North East Somerset, the location and status of stock, including when an item is taken out by a user – an “issue”.

User records are not held historically, so can only be compared to that current list. The full list of issues is also not maintained prior to the new system. To that end the demographic profile is limited to available data.

The data included in this analysis is extracted from 01/06/2016 to 28/02/2017.

The ‘user’ base is not determined by registered library, instead by any resident registered with the Libraries West service who has a postcode within Bath and North East Somerset. This is viewed as being more reflective of actual use, but will not necessarily sum to match figures published through national sources.

The Netloan system has reservations for **computer use** extracted for the June 2016 – Feb 2017 period to provide a comparison between users who take out items and those who book computers.

Broad target age ranges were collected for **events** and collated as part of the 2016 snapshot. The number of attendees, in some events, are included for context.

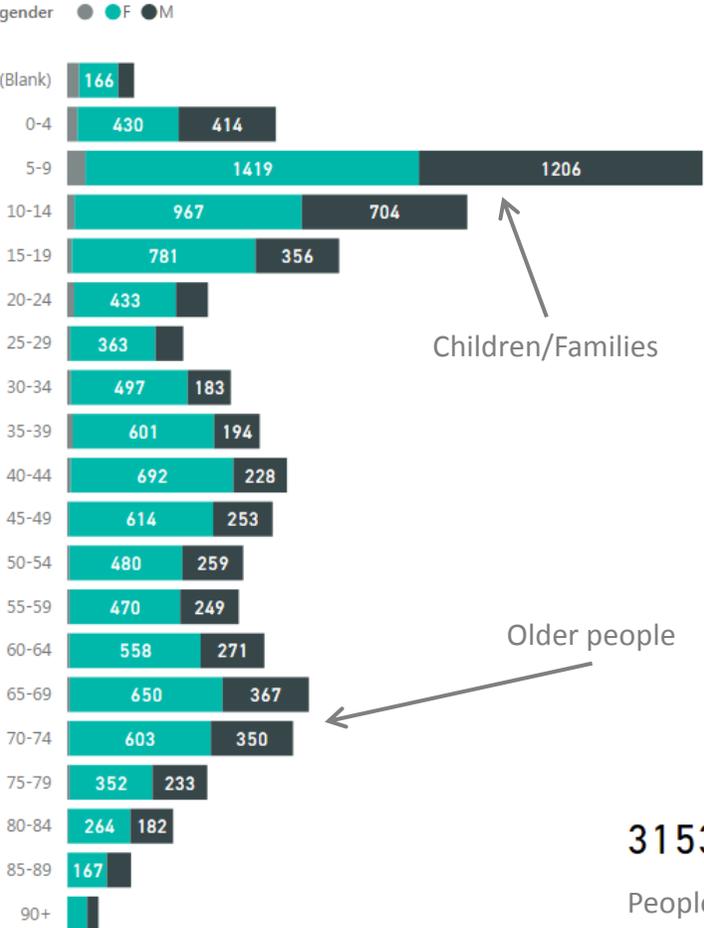
To provide socio-economic context to the data, analysis has been undertaken against the 2015 **Indices of Multiple Deprivation**. The indices of deprivation can be used to distribute the Bath and North East Somerset area into five ‘quintiles’ running from most to least deprived on a variety of income, employment and social measures.

Where population bases are required, ONS 2015 mid-year population estimates have been used.

Registered User demographics

Between 01 June and 28 Feb there were **256K** items taken out by **18K** people from All

Users taking out items - Age and Sex



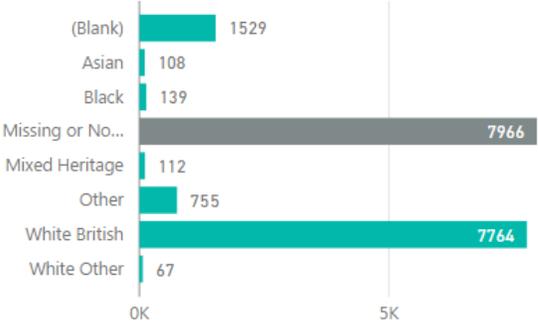
Children/Families

Older people

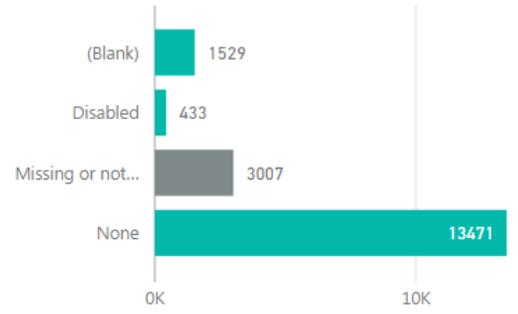
3153

People were not resident in B&NES, or did not have a valid postcode for analysis

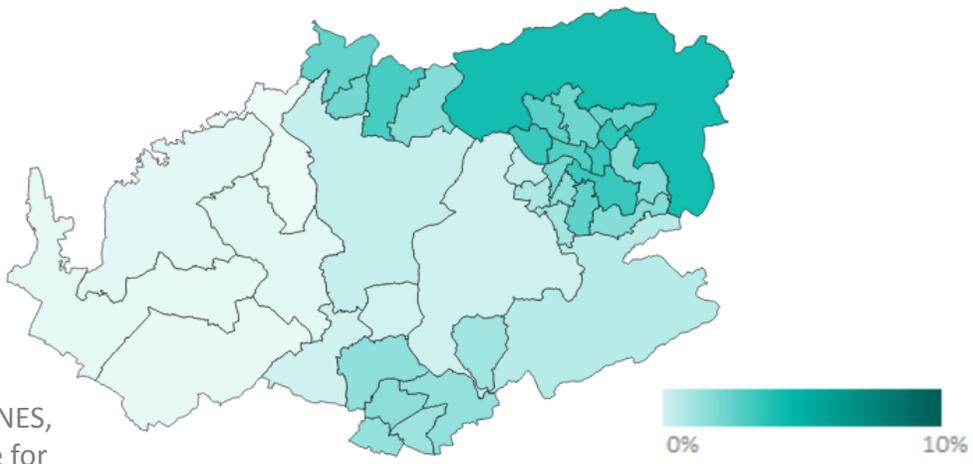
Users taking out items - Ethnicity



Users taking out items - Disability



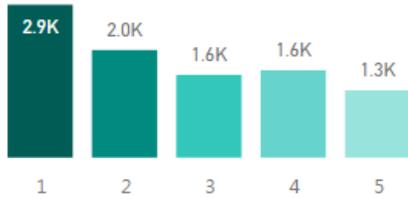
Users taking out items - % by ward



No. registered users by Deprivation

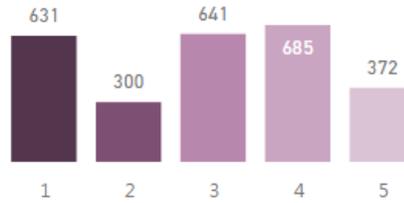
(IMD quintile 5 = most deprived)

Bath



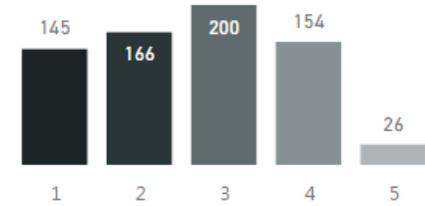
Bath has both highest volume of users and notable inequalities.

Keynsham

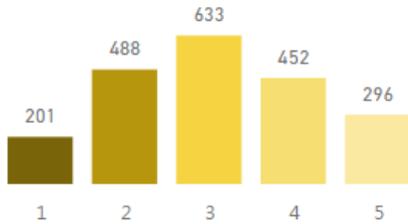


In other areas, the relationship seems more driven by the makeup of the local population.

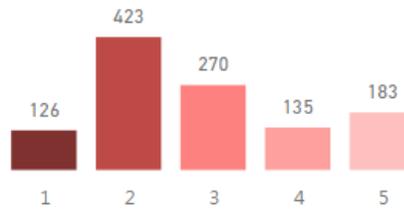
Mobile



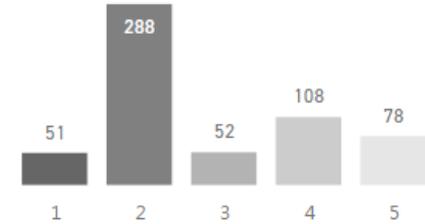
Midsomer Norton



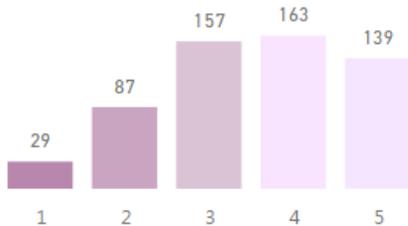
Moorland Rd.



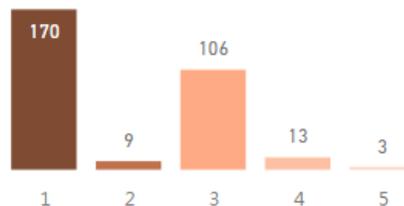
Paulton



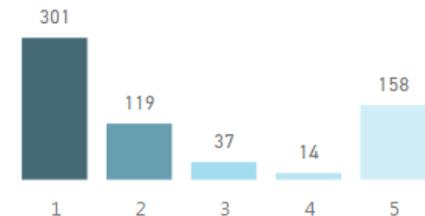
Radstock



Saltford



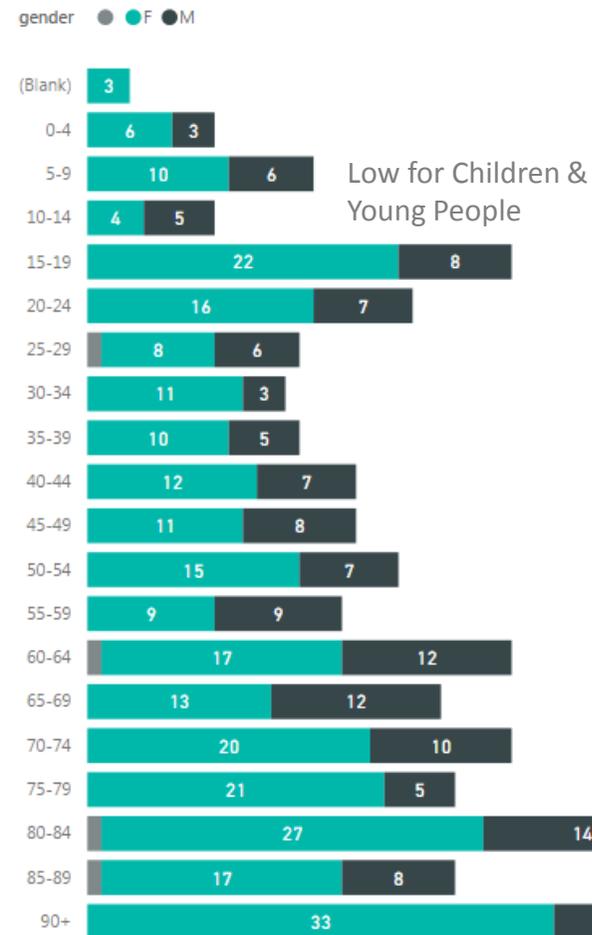
Weston



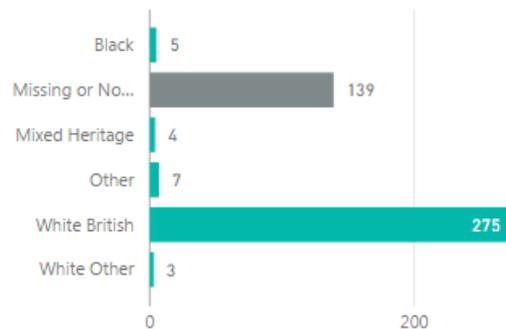
Registered users declaring as disabled

Between 01 June and 28 Feb there were **7308** items taken out by **433** people from All

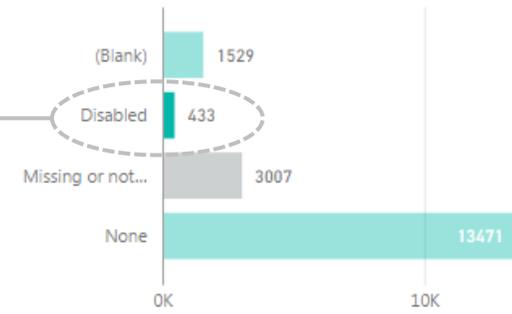
Users taking out items - Age and Sex



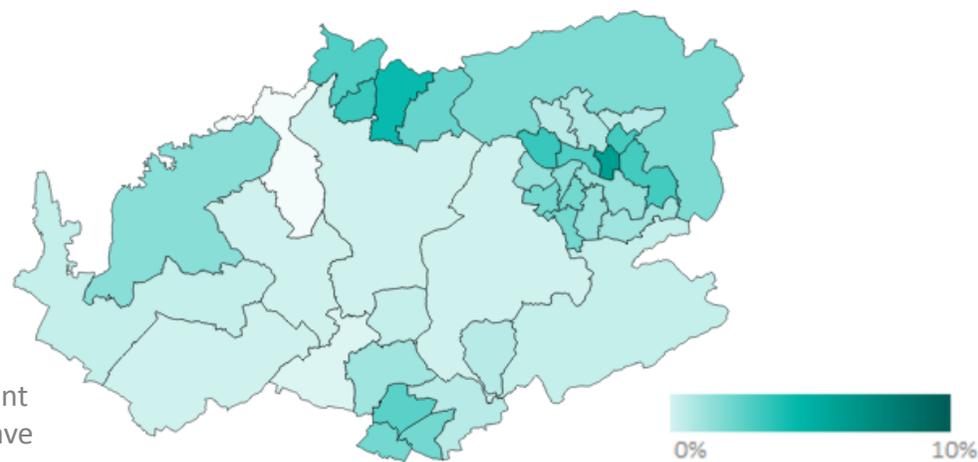
Users taking out items - Ethnicity



Users taking out items - Disability



Users taking out items - % by ward



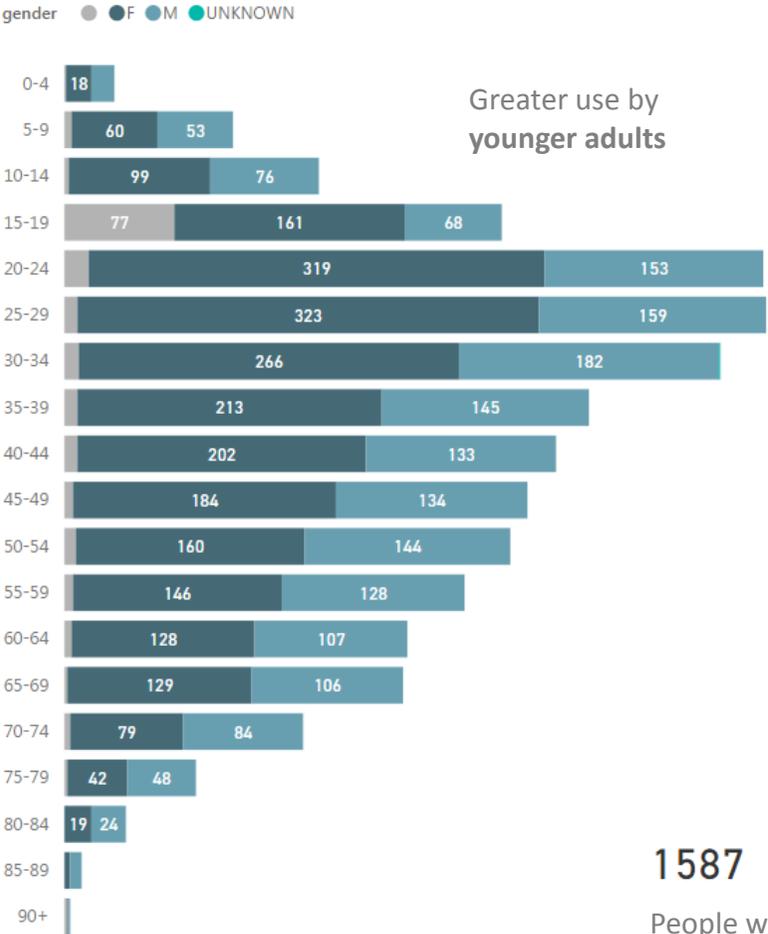
61

People were not resident in B&NES, or did not have a valid postcode for analysis

Users who book computers

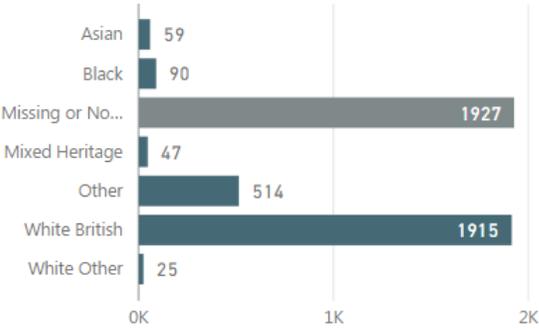
Between 01 June and 28 Feb there were **56K** computer sessions reserved by **5934** people in All

Users booking computers - Age and Sex

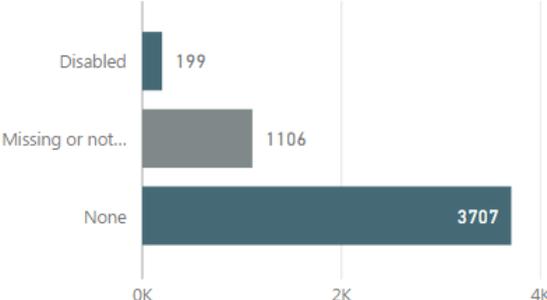


Greater use by younger adults

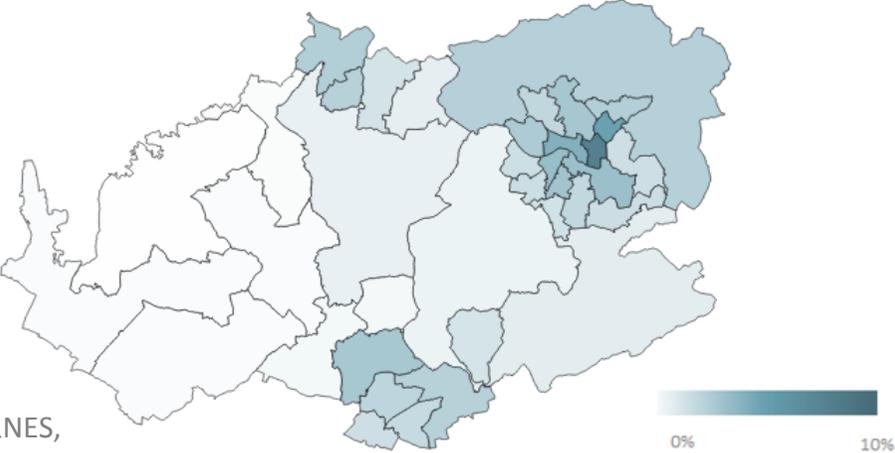
Users booking computers - Ethnicity



Users booking computers- Disability



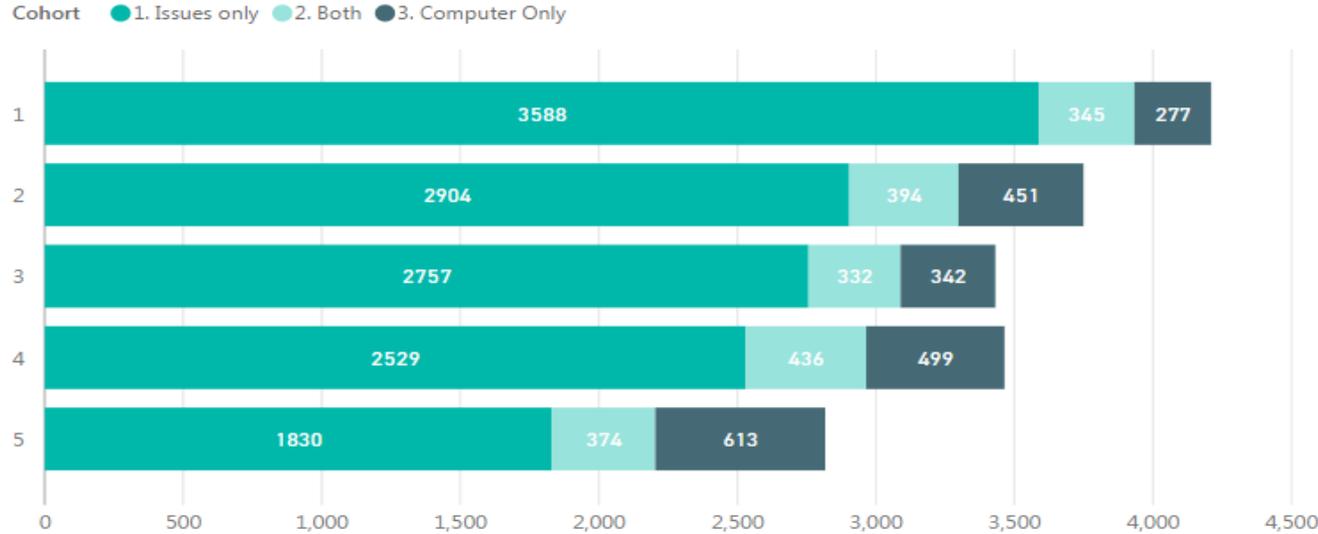
Users booking computers - % by ward



1587
 People were not resident in B&NES, or did not have a valid postcode for analysis

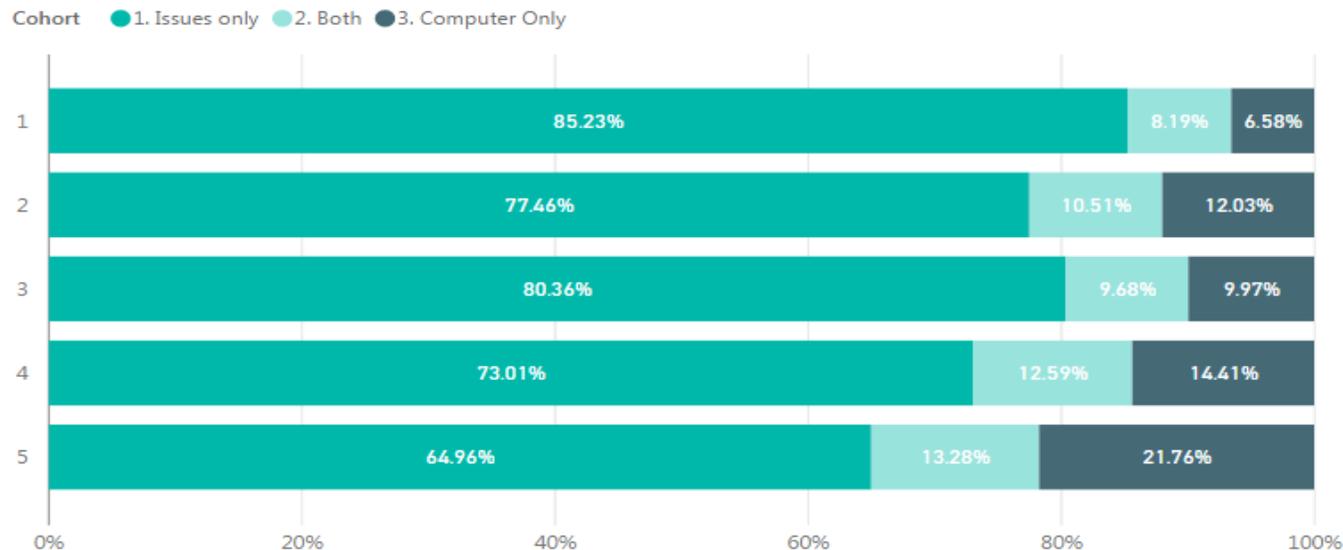
Combined users (computers and issues) by deprivation

Combined users (n)



It is possible to look at overlap between users taking out an item and those reserving computers

Combined users (%)



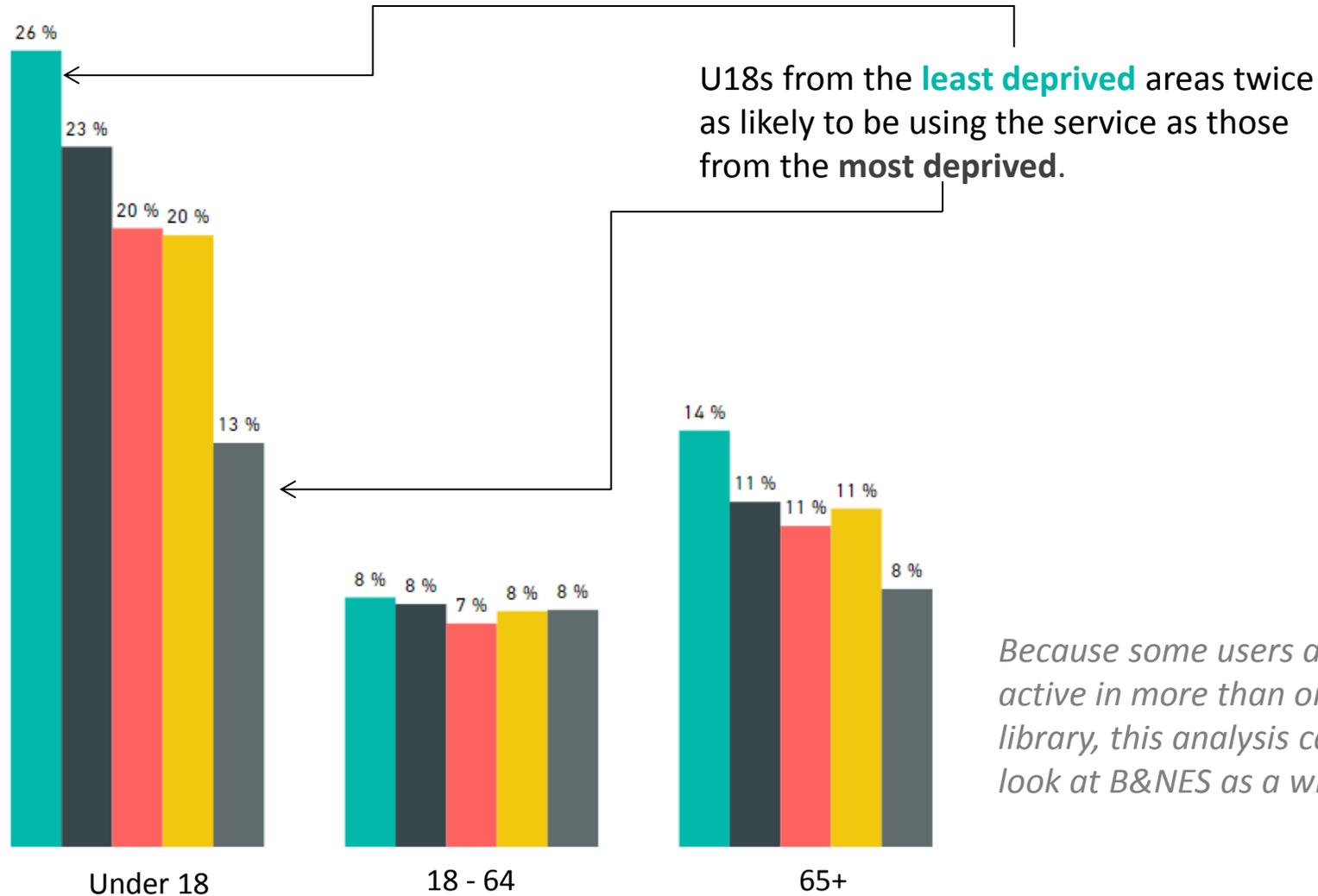
- Approx. 10% overlap for each deprivation quintile*

- Greater use of computers only amongst most deprived population*

Residential population who are using the service by age range and deprivation

% Residential population taking out an item or booking a computer by deprivation quintile (1=least)

IMD Quintile 1 2 3 4 5

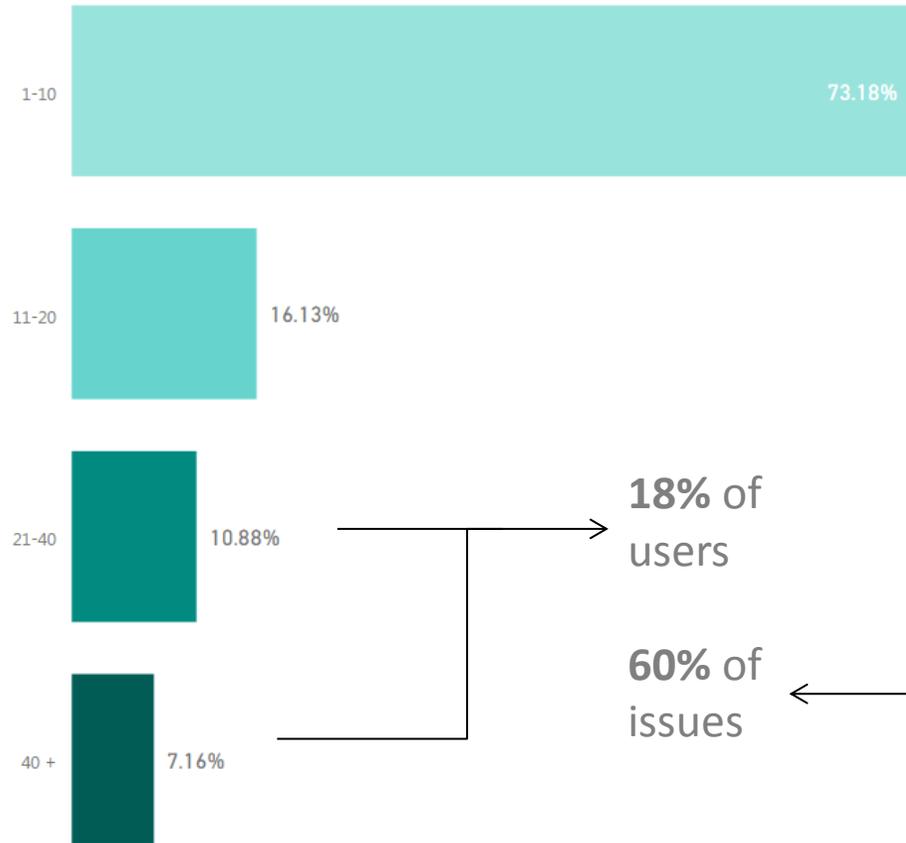


Because some users are active in more than one library, this analysis can only look at B&NES as a whole.

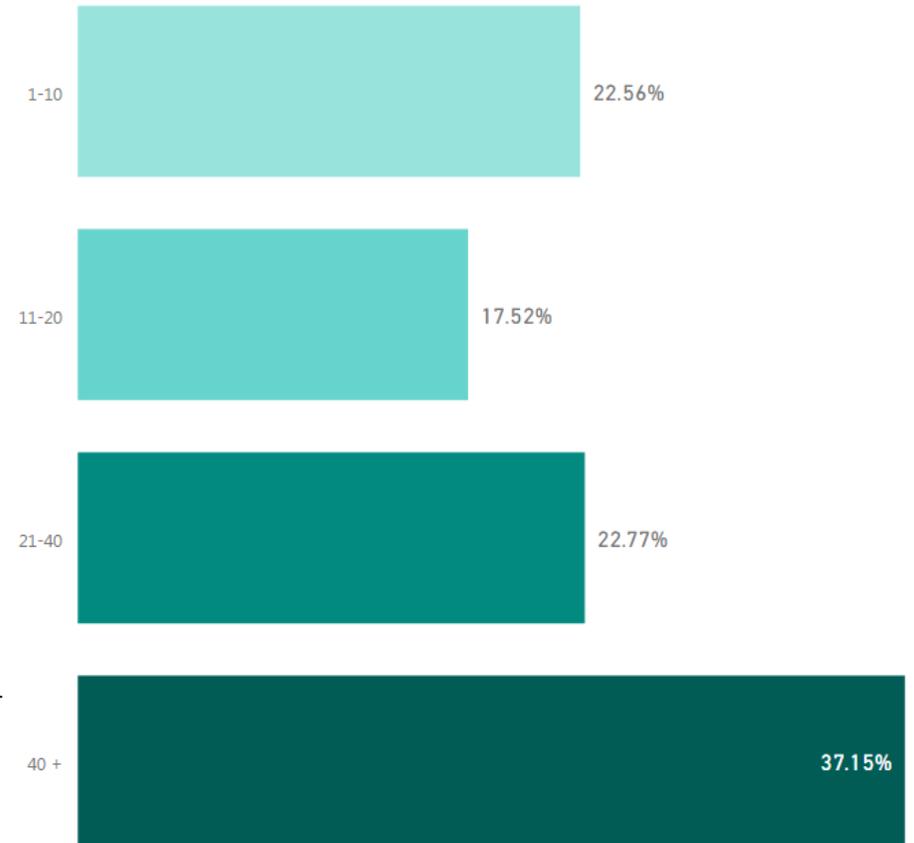
Frequent users

This analysis looks at the number of times a user has taken out an item (June 16 – Feb 17)

% Users (by frequency cohort)



% items taken out (by frequency cohort)



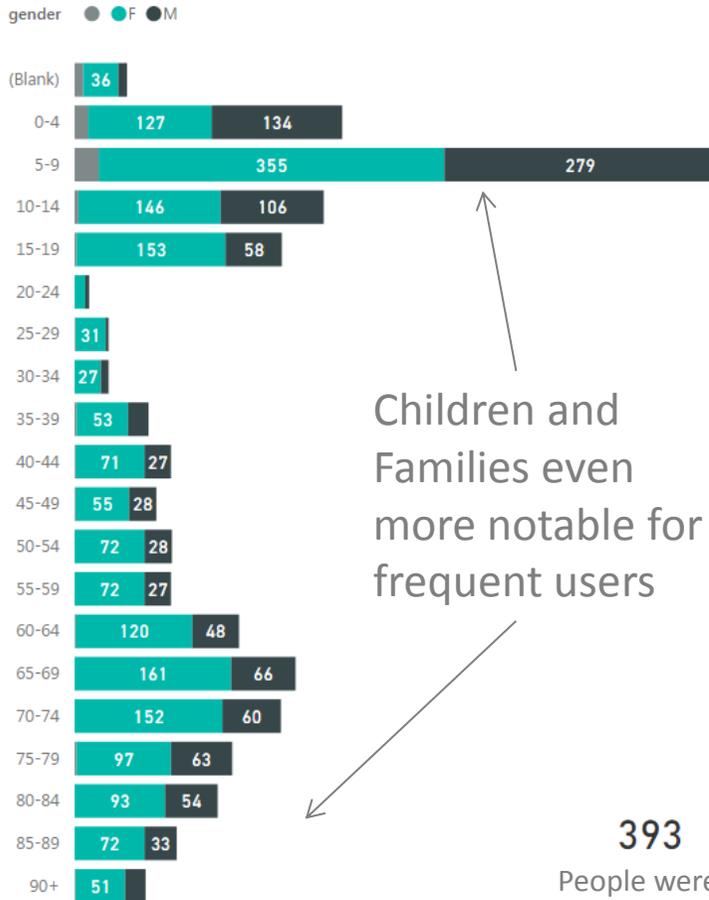
18% of users

60% of issues

Frequent users demographics

Between 01 June and 28 Feb there were **159K** items taken out by **3259** people from

Users taking out items - Age and Sex

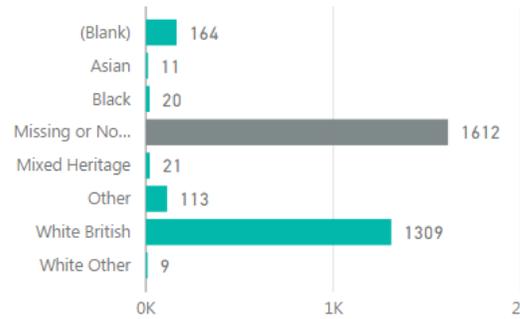


Children and Families even more notable for frequent users

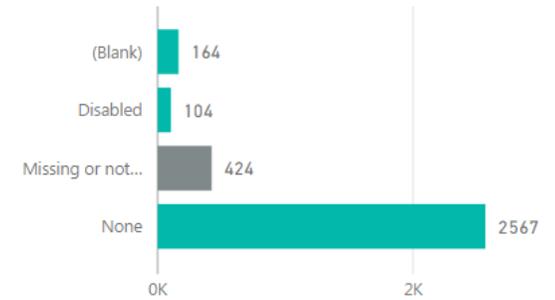
393

People were not resident in B&NES, or did not have a valid postcode for analysis

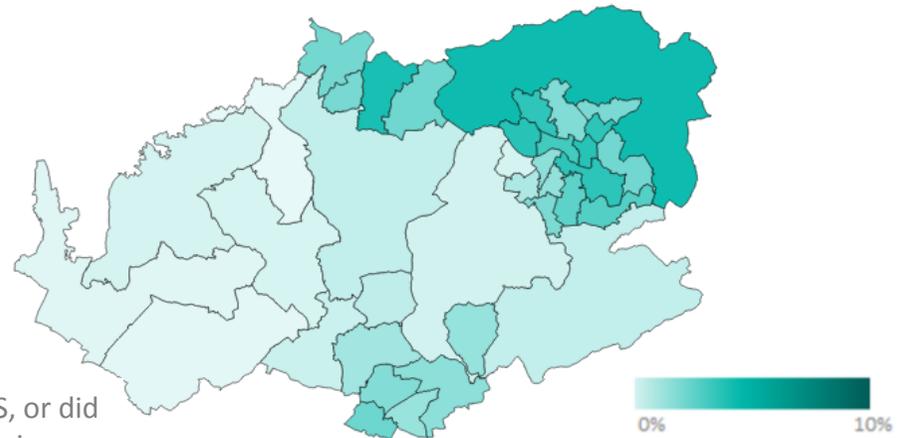
Users taking out items - Ethnicity



Users taking out items - Disability



Users taking out items - % by ward

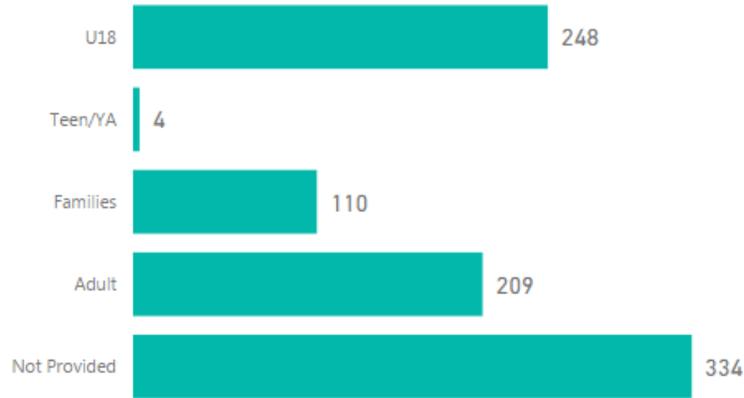


Events Demographics

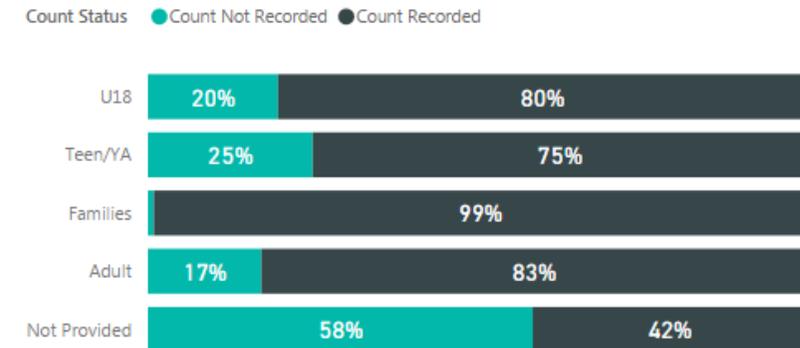
Events held in libraries have included; national reading events, author visits, story times, reading groups, regular school trips, baby bounce and rhyme, comic clubs, Lego clubs and creativity groups

Library Events by Target Audience (Events Snapshot 2016)

Target Audience (By broad group and no. events)

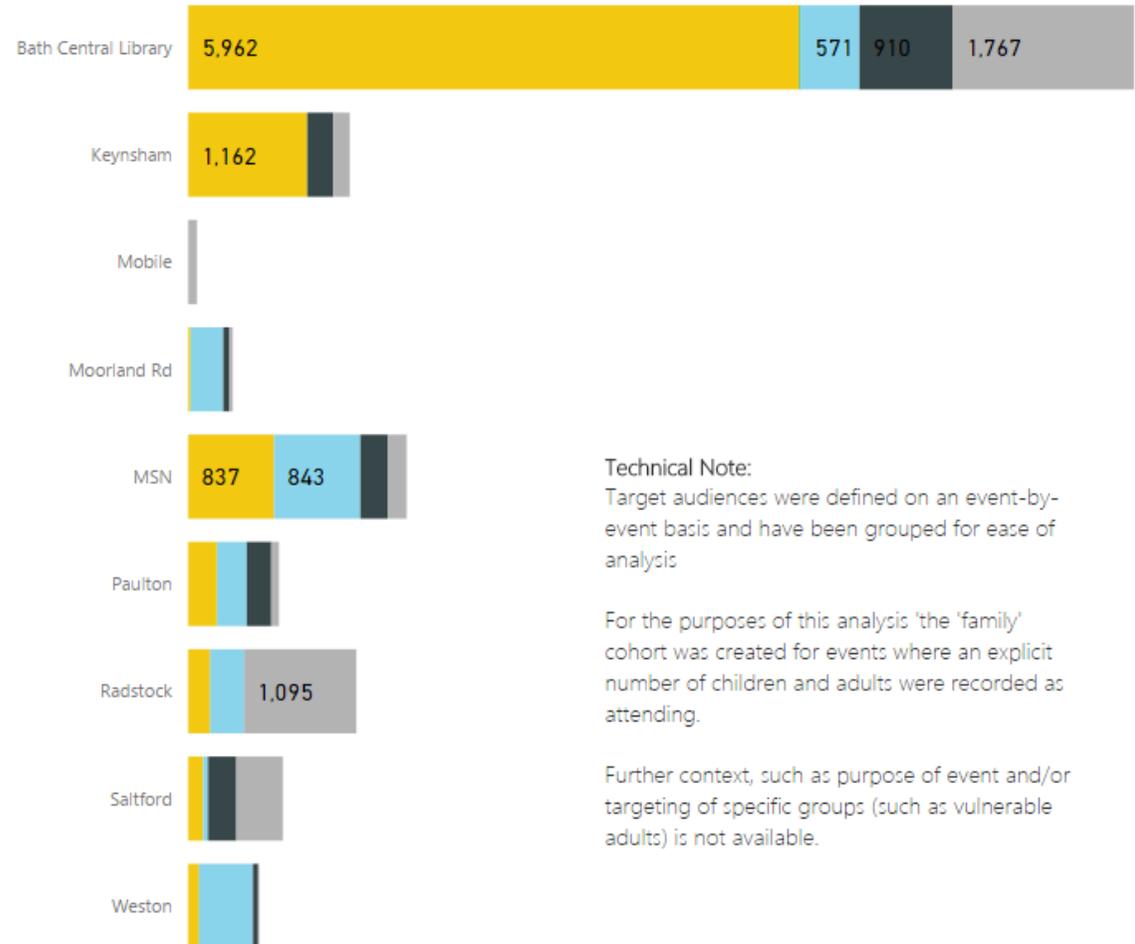


% Events by Target Audience with attendee no. not recorded



No. Recorded Attendees by Library and Target Audience

Audience ● U18 ● Teen/YA ● Families ● Adult ● Not Provided



Technical Note:

Target audiences were defined on an event-by-event basis and have been grouped for ease of analysis

For the purposes of this analysis 'the 'family' cohort was created for events where an explicit number of children and adults were recorded as attending.

Further context, such as purpose of event and/or targeting of specific groups (such as vulnerable adults) is not available.

Demographics – What is the Story?

- Data quality limits extent of analysis
- Evidence of services being targeted at particular groups (e.g. events for children and families)
- Clearly determined key user groups
- Different people seem to visit libraries to use computers as opposed to taking out an item.
 - Roughly 10% do both

Key User Groups

Higher prevalence

- Women & Girls
- Younger children and families
- Less deprived
- Older

Lower prevalence

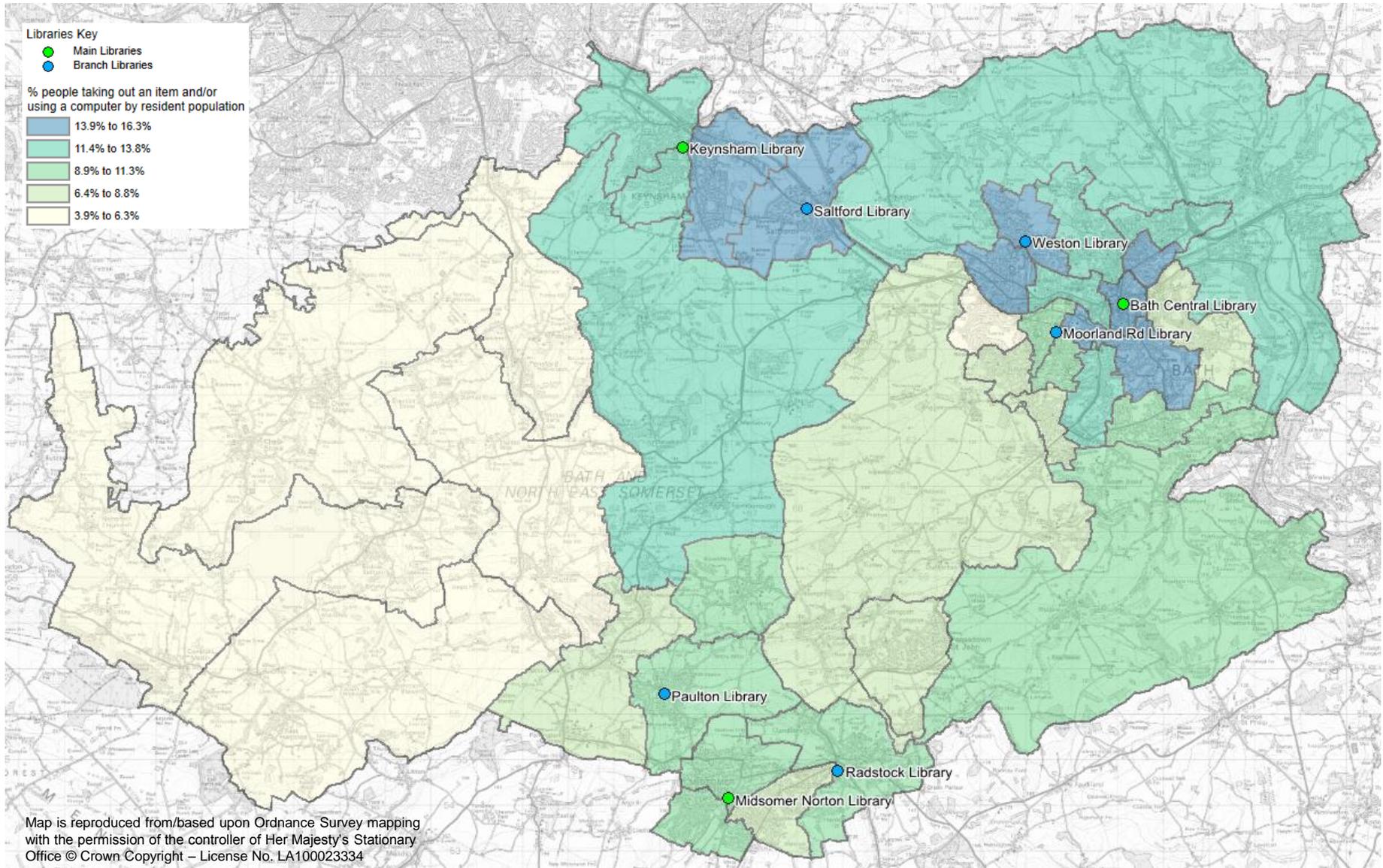
- More deprived (U18s less than half least deprived)
- People with disabilities (note data recording issues)

High frequency users (who account for around 60% of all issues)

5. Location

This section looks at the registered address of B&NES library users taking out an item and/or reserving a computer. This is compared to the local resident population and the specific library used.

B&NES library locations and % registered users by ward



South West Bath and Chew Valley show lower library use rate

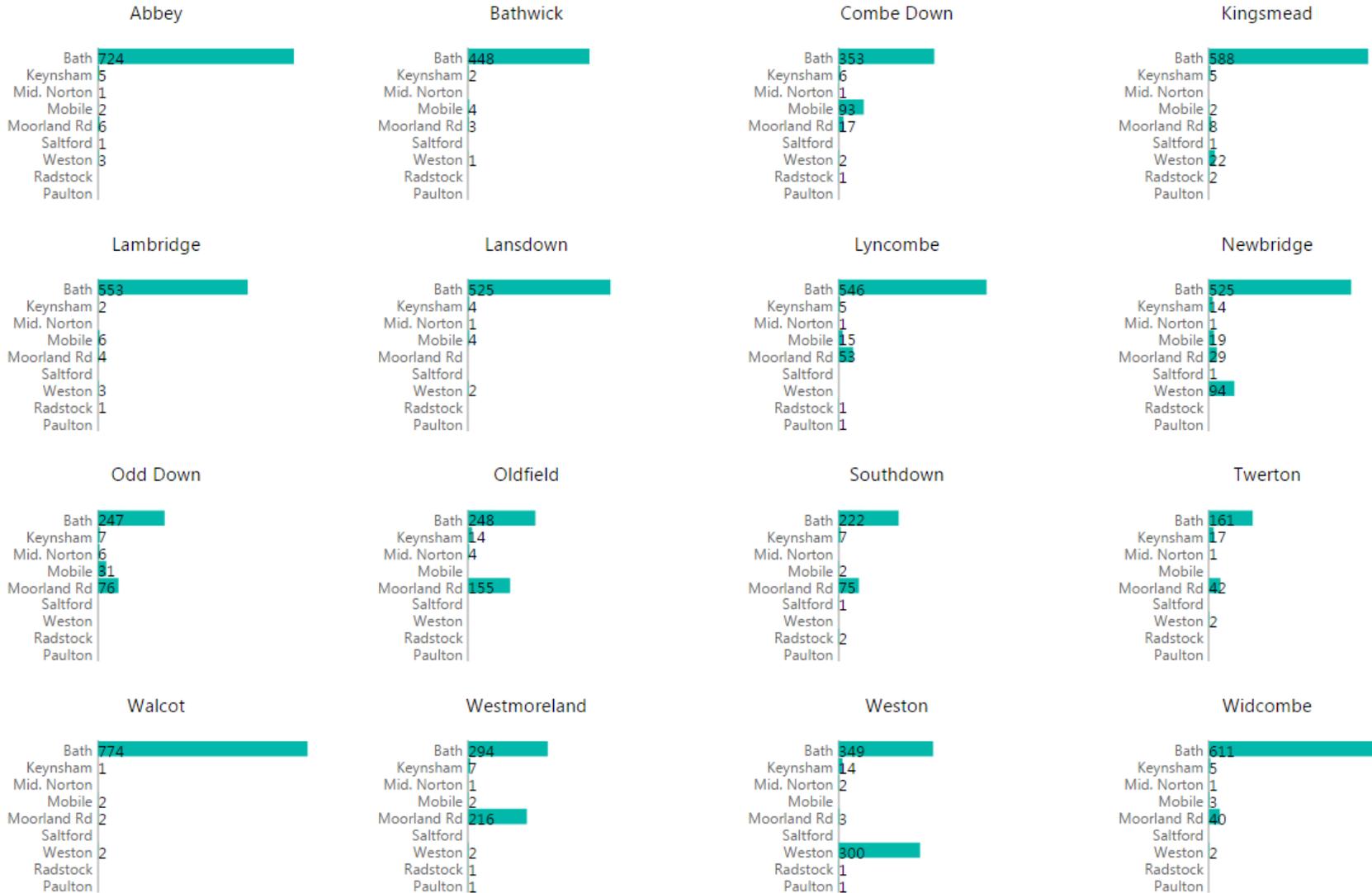
Library users by resident ward – Bath

Forum

- Bath
- Bathavon
- Chew Valley
- Keynsham
- Somer Valley

Note: location data is based on people taking out items only.

Users can be counted across multiple venues.



Library user by resident ward – Bathavon and Somer Valley



Library user by resident ward – Chew Valley and Keynsham

Forum

- Bath
- Bathavon
- Chew Valley
- Keynsham
- Somer Valley



Whitchurch library is run by Bristol CC.

Location: What is the Story?

- Areas with greater density of low income households and rural areas have lower proportion of registered users and no area has greater than 16% of the population using a library.
- Proximity to a library seems to be a significant determining factor in use
 - Bath City and Bathavon area primarily served by Bath Central Library
 - Keynsham and Saltford mainly served by Keynsham Library
 - Midsomer Norton, Radstock and Westfield mainly served by Midsomer Norton and Radstock Libraries
 - Paulton served by Paulton Hub
 - Remaining rural areas more diverse

6. One Stop Shop users

The Council's Modern Library Programme (<http://www.bathnes.gov.uk/services/libraries-and-archives/modern-library-service>) has the aim of integrating libraries and Council One Stop Shop services.

One Stop Shops serve a wide range of customers, and offer a wide range of services including: Housing Advice, Highways and Traffic, Building Control, Housing Benefit and Council Tax, Environmental Protection, Social Services and Shopmobility.

A range of partner organisations also offer services including Avon and Somerset Police, Bath Mind, Bristol Credit Union, Citizens Advice, Curo, Reach and Jobcentre Plus.

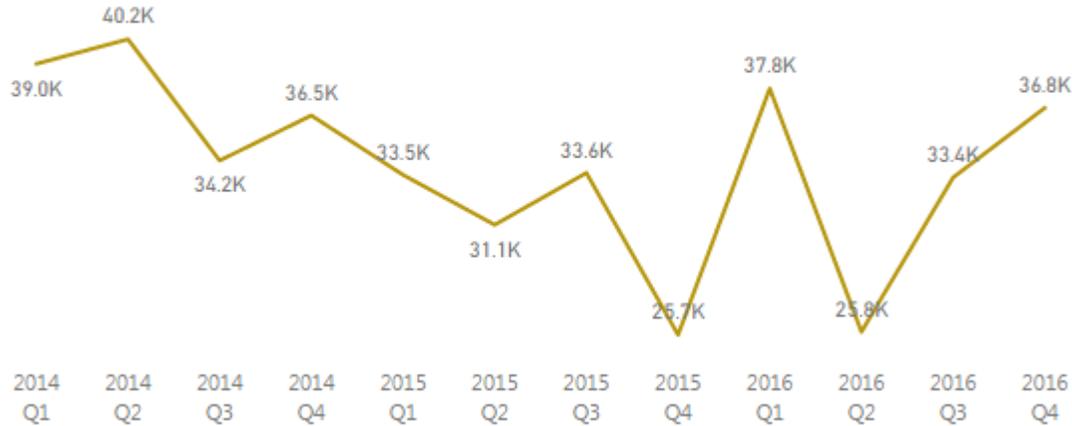
This analysis looks at activity trends and the demographic profile of One Stop Shop customers in Keynsham Civic Centre, The Hollies (Midsomer Norton) and Lewis House (Bath)

As demographic information is not collected for all One Stop Shop customers, users of the following services have been determined as representative for this analysis:

- Citizen's Advice Bureau clients (16/17 Financial Year)
- Housing Benefit claimants (claimant snapshot at March 2017)

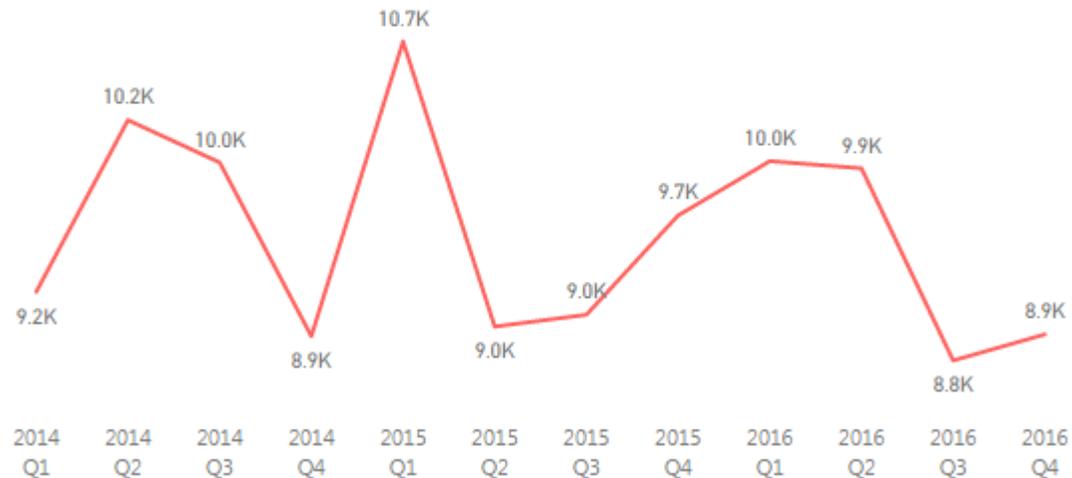
One Stop Shop (OSS) Footfall Trends

Bath OSS Footfall by Year & financial quarter



Whilst footfall in our OSSs shows significant variation by quarter, overall footfall numbers have fallen since 2014.

MSN OSS Footfall by Year & financial quarter

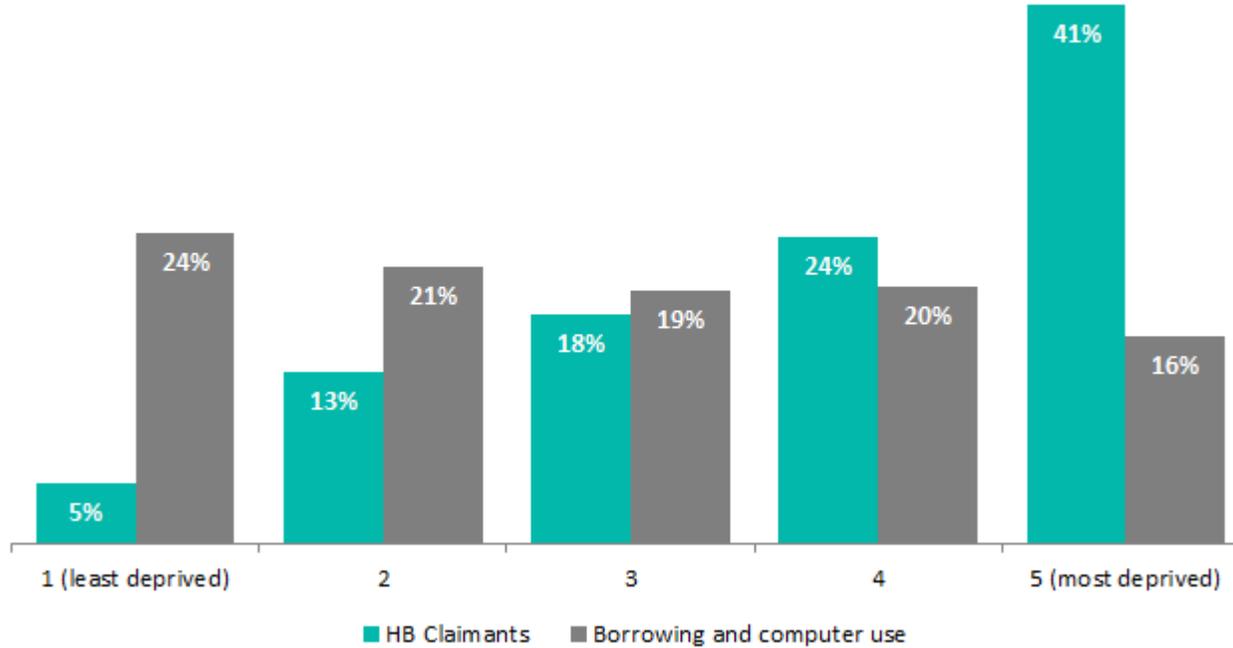


Footfall in Bath OSS increased between 2015 and 2016 whilst falling during the same period at MSN OSS

Keynsham Civic Centre footfall included in library activity section (pg. 11)

Library Users compared to Housing Benefit Claimants

Deprivation by HB claimants and library users

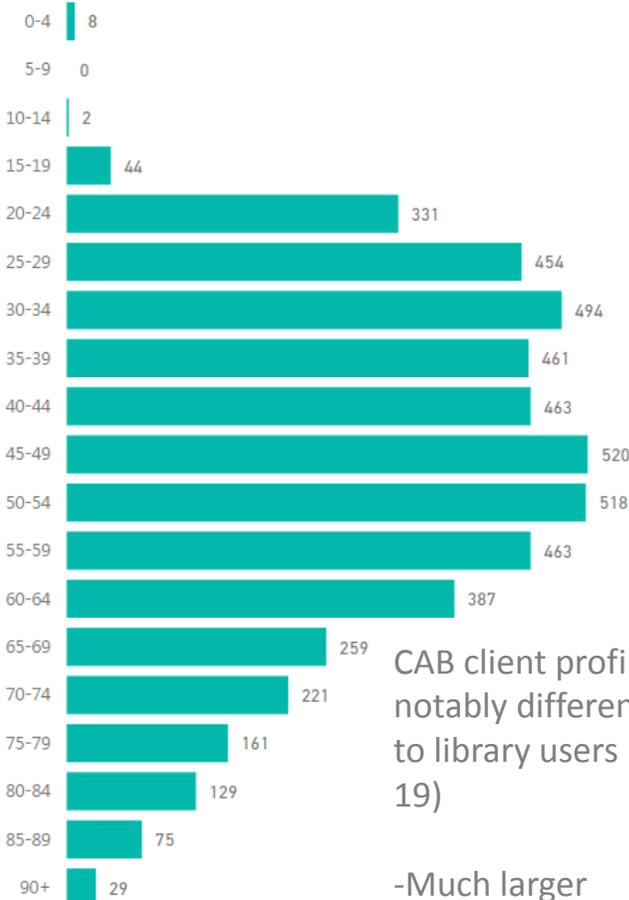


The socio-economic profile of these users is markedly different to that of library users, with significant representation amongst our most deprived communities

Citizens Advice Bureau Client profile

There were **5019** Citizens Advice Bureau Clients for financial year 2016/17

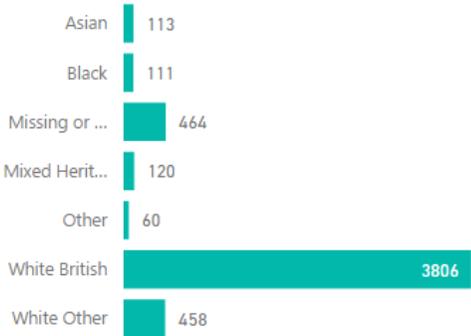
Clients by Age Range



CAB client profile notably different to library users (pg. 19)

-Much larger working age cohort

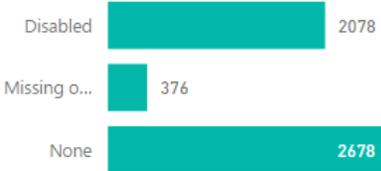
Clients by Ethnicity



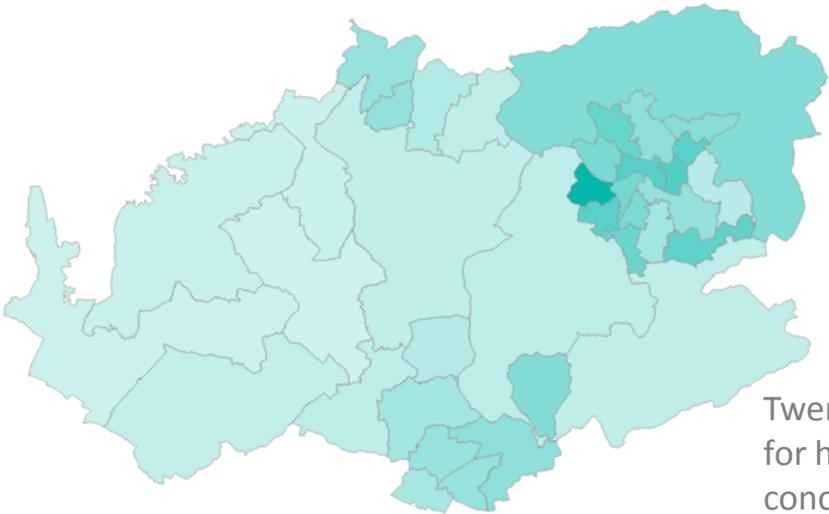
Clients by Gender



Clients by Disability



% CAB Clients by ward



Twerton notable for high concentration of CAB clients

One stop shop users – what is the story?

- Indicative One Stop Shop users seem markedly different from library users;
 - HB claimants more likely to come from deprived communities
 - CAB client profile notably different to library users by age range (working age)
 - Twerton ward has higher prevalence of CAB clients
- It is anticipated that welfare reforms will significantly reduce One Stop Shop footfall from 2017 onwards due to a shift towards accessing services online.

7. Public perceptions and engagement

This section accounts for existing public consultations and research findings for library use and experience for B&NES residents and library users.

It covers:

- The 2015 Voicebox residents survey – a randomised sample survey sent to over 3500 B&NES households
- In-house One Stop Shop and Library Customer Satisfaction Survey 2015
- Bath modern library design consultation – March 2017
- Midsomer Norton modern library design consultation – March 2017

Voicebox 2015 residents survey

The survey was posted to **3,650** addresses selected randomly in the local authority area.

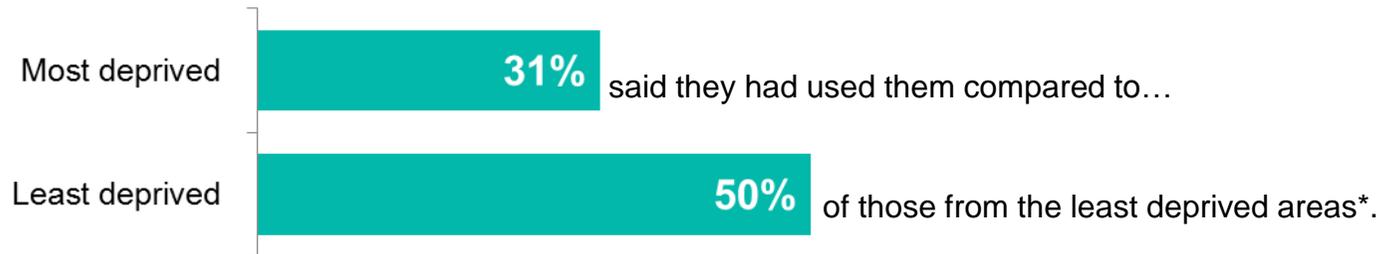
A total of **1,067** residents completed it, a response rate of **29%**.

It is important to note that respondents have to be aged 18 years or over.

Use of public libraries in B&NES

Overall **38%** of respondents said they used public libraries in B&NES.

However, the results indicated that people from the most deprived areas* are much less likely to use public libraries in B&NES.



Those from the most deprived areas* that said they did not use public libraries in B&NES said the main reasons they did not use libraries regularly were:

- library opening hours are not convenient
- they find it difficult to get there in person
- they don't feel comfortable when they are in the library

Satisfaction with the library service

Overall **87%** of respondents said they were satisfied with the library service.

However, a lower proportion of respondents from the most deprived areas* were satisfied with the library service (**70%**) compared to those from the least deprived areas* (**86%**).

One Stop Shop and library satisfaction survey 2015

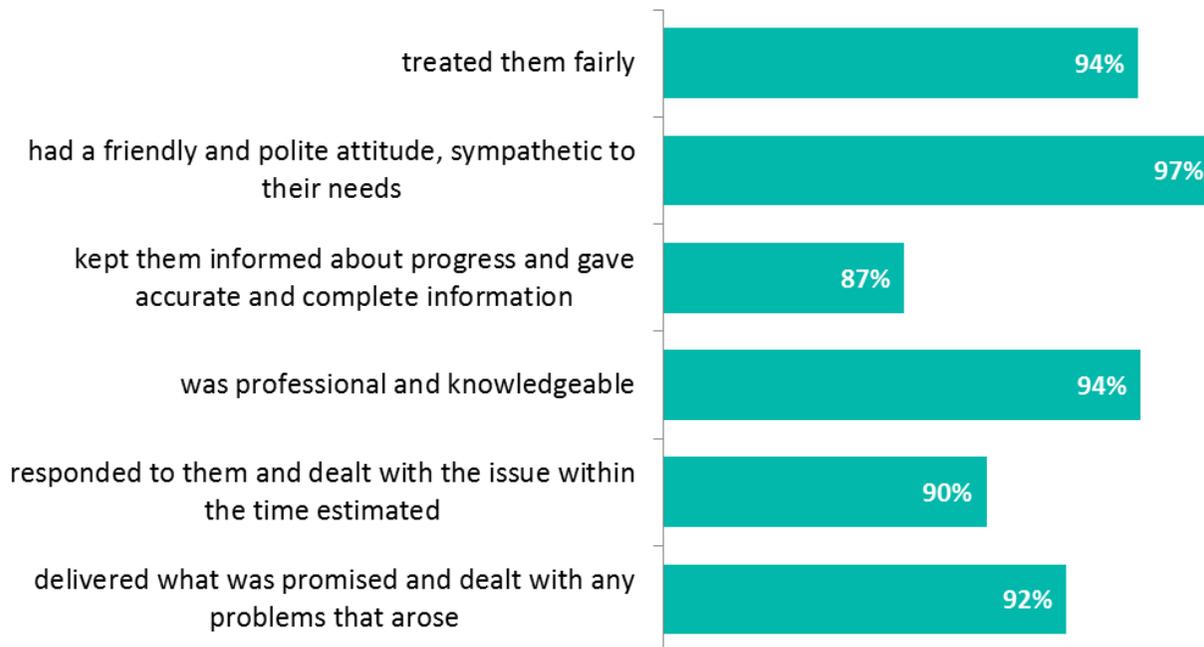
100 users of libraries and One Stop Shops in B&NES were surveyed on their satisfaction and experience in 2015...

95% were satisfied with the service they received

81% thought the design and layout was good

32% used multiple service where available

OSS and Library Satisfaction 2015 - Respondents who mostly or strongly agreed that the service they received...



Satisfaction with the level of service received was also high

Bath modern library design consultation – March 2017

B&NES residents were asked to feedback on 2 specific questions relating to the proposed library design and use of libraries

Design of the proposed library

(362 responses – 590 distinct comments)

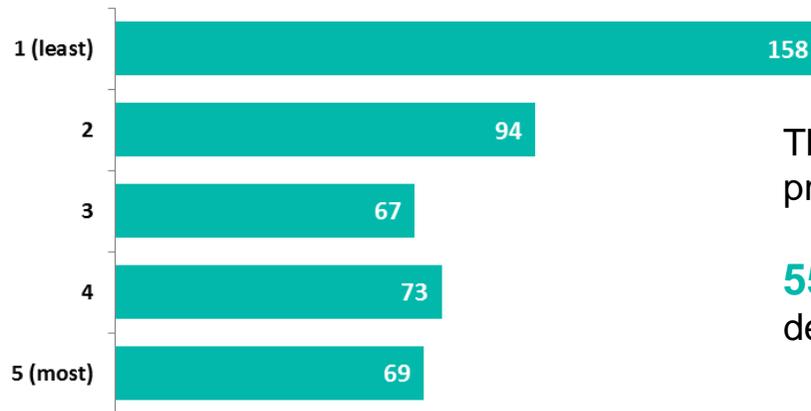
- **92** people objected to the library relocation and **54** to OSS integration
- **167** people had concerns about the design, space and accessibility of the new location citing smaller size, potential reduction in services and poor quality of the design plan
- **162** people made comments about the purpose and use of libraries including the importance of browsing physical content, trained library staff and activity space

What would make you use the library more?

(405 responses – 512 distinct comments)

- **94** people objected to the library relocation and **18** to OSS consolidation
- **261** people made suggestions for improvements in service provision including more/better books, more activities and events, more library staff and longer opening hours
- **29** people suggested better transport and access, notably disabled access
- **17** people noted the importance of design and ambience, particularly comfort and lighting

Respondents by deprivation



There were 461 identifiable postcodes provided by respondents.

55% of respondents were from the 2 least deprived quintiles in B&NES

Midsomer Norton modern library design consultation – March 2017

MSN residents were asked to feedback on 2 specific questions relating to the proposed library design and use of libraries

Design of the proposed library

(39 responses – 57 distinct comments)

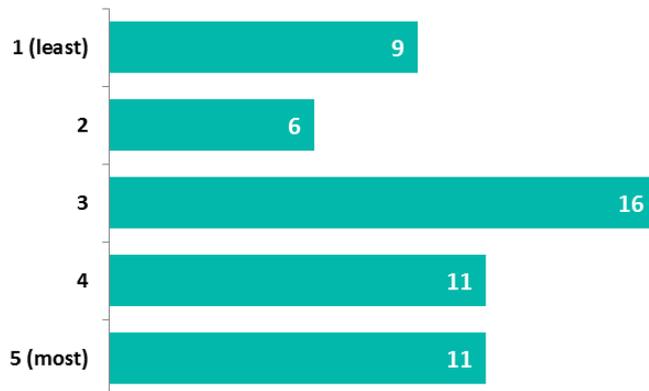
- **7** people objected to the OSS integration and liked the library as it is
- **7** people had concerns about the space available at the Hollies were the sites to reintegrate
- **6** people wanted a larger stock of books available to browse and borrow
- **5** people had specific concerns about the accessibility of the Hollies for those with mobility impairments.

What would make you use the library more?

(45 responses – 63 distinct comments)

- **13** people wanted a larger stock of books available to browse and borrow
- **9** people objected to the OSS integration and liked the library as it is
- **7** people said they would use the library more often if the opening hours were longer
- **6** people said that more events held, particularly for children, would encourage them to use the library more

Respondents by deprivation



There were 53 identifiable postcodes provided by respondents.

42% of respondents were from the 2 most deprived quintiles in B&NES

Perceptions, what is the story?

- Self-reported library use through the Voicebox survey is in excess of recorded use
- A large number of responses emphasised the importance of physical presence and variety of books to browse and borrow as more important than any other service (e.g. One Stop Shop services)
- Some Bath and MSN consultation respondents gave unprompted negative views of proposals to move.
 - Respondents largely similar cohort to regular users
 - Slope of deprivation far more notable in Bath
- All surveys has raised importance of design and feel of the space at some level

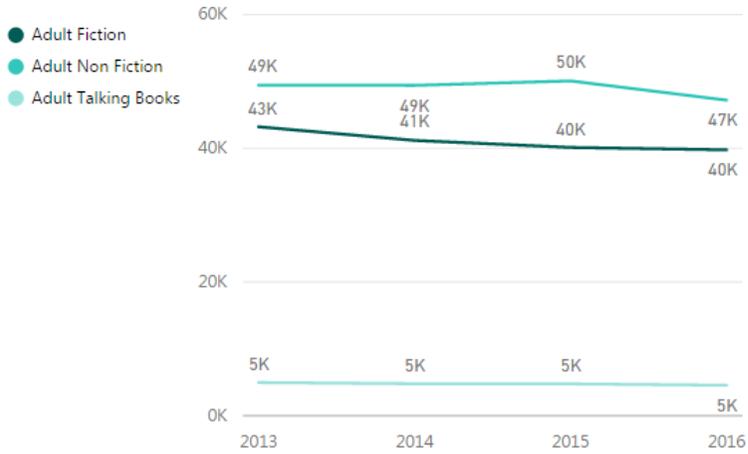
Appendix 1 – Stock Trends

Data gathered from a snapshot at 1st April each year.

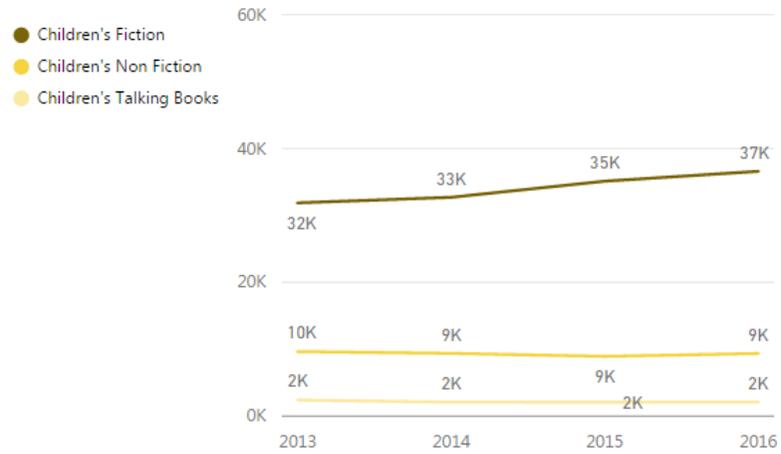
Library stock is shared across Libraries West and individual site-by-site analysis is not reflective of available materials. The following analysis is provided for information only.

All stock

Stock - Adults



Stock - Children's

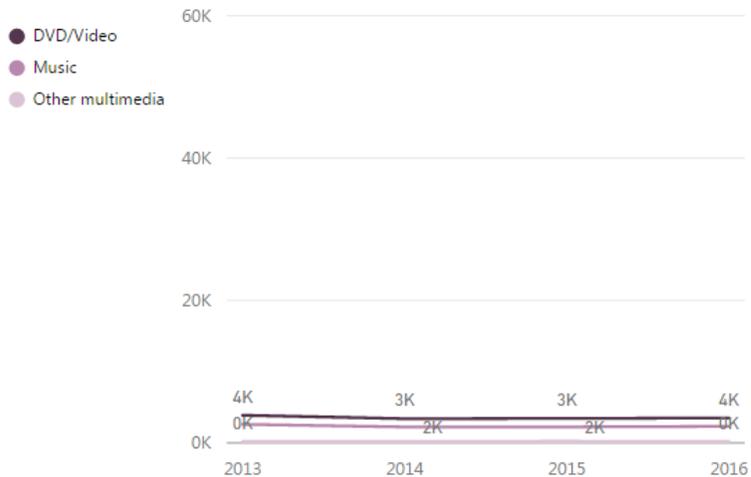


Library

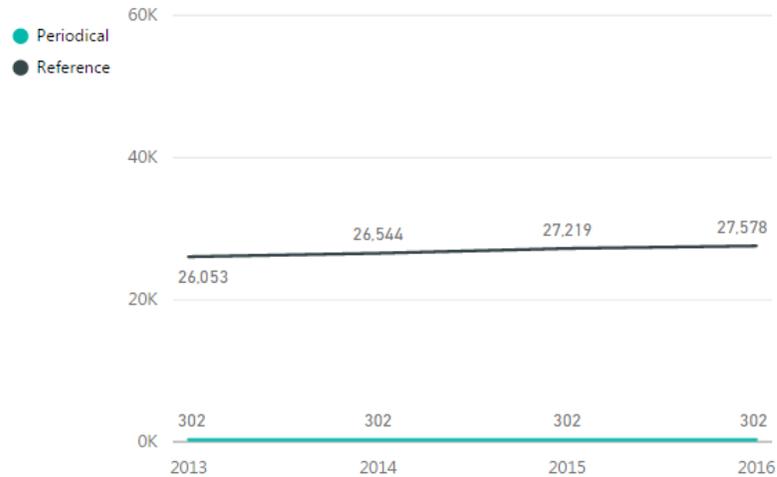
All

All library stock on loan, on reservation or on the shelf as at 1 April each year. This relates only to those items that are physically held within Bath and North East Somerset library at the time of counting and so is not representative of all items available to users.

Stock - Multimedia

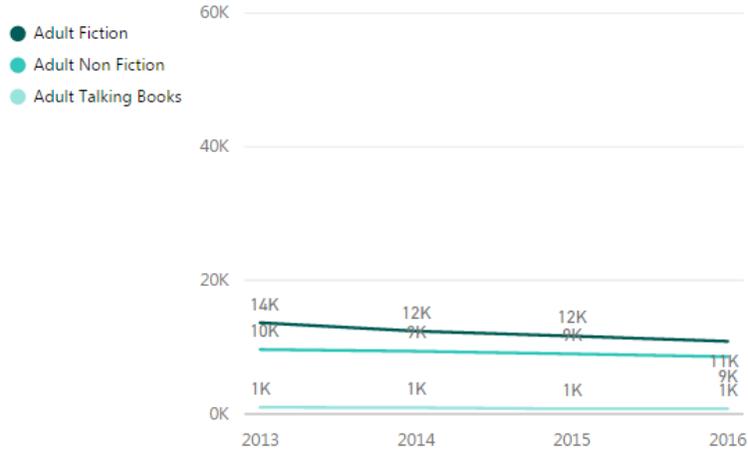


Stock - Periodicals and Reference

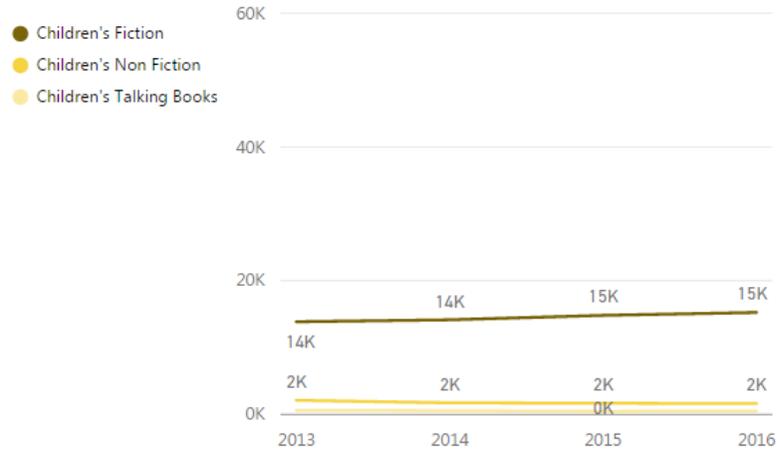


Stock 'on loan'

Stock - Adults



Stock - Children's

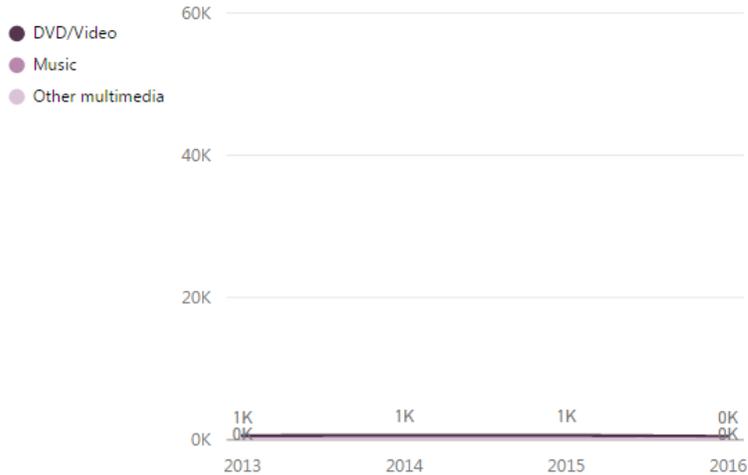


Library

All

All library stock on loan, or reservation as at 1 April each year. This relates only to those items that are physically held within Bath and North East Somerset library at the time of counting and so is not representative of all items available to users.

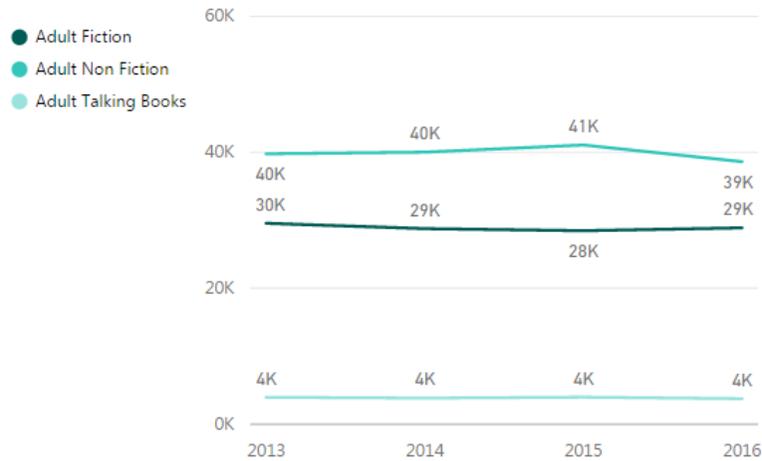
Stock - Multimedia



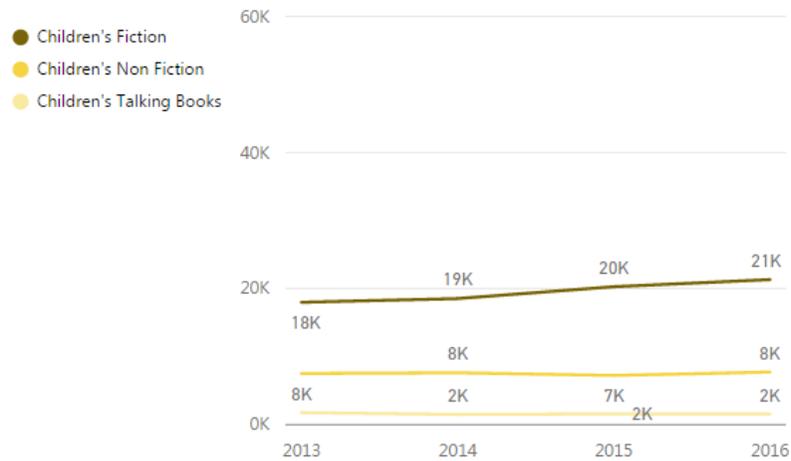
Reference items cannot be withdrawn

Stock 'on the shelf'

Stock - Adults



Stock - Children's

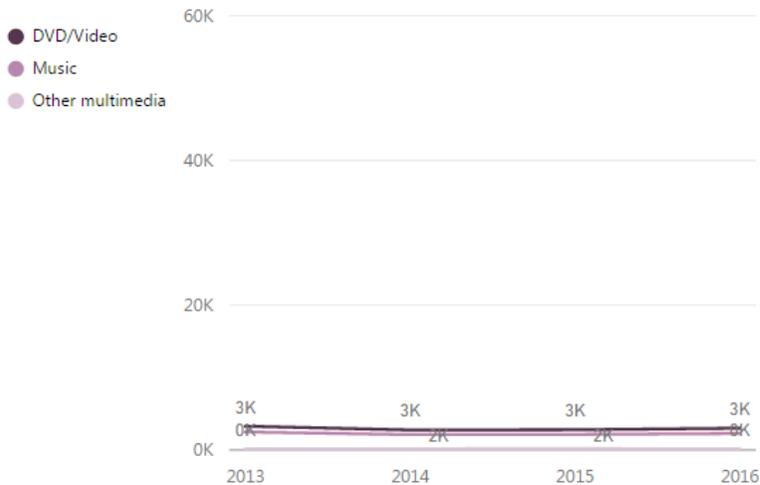


Library

All

All library stock on the shelf as at 1 April each year. This relates only to those items that are physically held within Bath and North East Somerset library at the time of counting and so is not representative of all items available to users.

Stock - Multimedia



Stock - Periodicals and Reference

