

Appendix 2 - Profile of the Services

1. An overview of Libraries, Museums and Archives

The following information aims to give an overview of the services for museums, libraries and archives operated by Herefordshire Council. There is a greater concentration on library data as this is collected for benchmarking by CIPFA (The Chartered Institute of Public Finance and Accountancy).

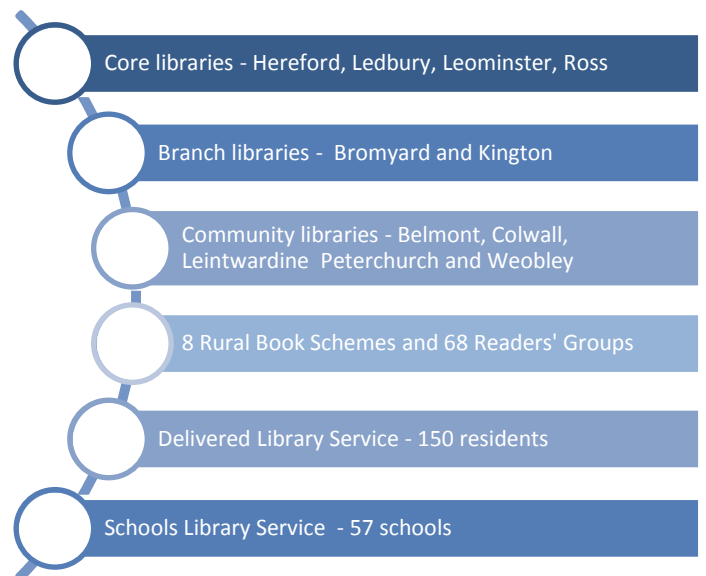
The profile should also be considered in relation to the plans produced for each service:

- [Library Plan 2017-20](#)
- [Museum Plan 2017-20](#)
- [Archive Plan 2017-20](#)

2. The library service

There were over 500,000 visits to the libraries in the county in 2017-18. There are 11 libraries in Herefordshire, ranging from core libraries in the largest towns, to our smallest community library housed in a church bell tower. The service also supports 8 rural book schemes based in community facilities such as community shops and parish halls. The County Libraries Unit is based in Hereford, and Herefordshire Libraries rare book collections are held in the climate-controlled store in HARC.

The Schools Library Service provides books and project material to 45 primary schools and 12 high schools that purchase the service. The Delivered Library Service is also a targeted service that supplies books and talking books to people who are housebound and unable to access a library. The service delivers to around 150 individuals and 31 residential homes and sheltered housing units.



The County Library Service manages all the systems and stock services and supports the frontline libraries. The service also operates the Readers' Group scheme for 68 groups and the rural book schemes, the inter-library loans service, work with library Friends groups, and provides support and training for the community libraries.

2.1 Visits and Issue Numbers

The table below shows the visitor numbers at our libraries over the past 5 years.

Table 1: Library visits	Opening hours p.a. 2017-18	Library visits 2017-18	Library visits 2016-17	Library visits 2015-16	Library visits 2014-15	Library visits 2013-14
Hereford	1,976	153,029	92,330	96,692	184,434	196,325
Leominster	1,846	88,786	91,028	102,011	109,082	115,108
Ross	1,846	88,477	98,823	103,683	116,789	120,599
Ledbury	1,690	96,079	99,677	110,450	48,308	67,099
Bromyard	3,848	68,604	11,016	12,448	18,669	34,678
Kington	936	16,043	20,163	20,769	22,082	31,619
Belmont	1,170	22,673	36,915	34,697	22,527	23,750
Colwall	832	11,288	11,516	11,138	11,362	13,731
Weobley	312	2,474	2,628	2,491	2,210	3,168
Leintwardine	528	2,876	2,853	2,769	2,897	2,456
Peterchurch	624	2,345	2,002	1,890	1,940	2,266
Totals	15,608	552,674	468,951	499,038	540,300	610,799

Notes:

In September 2015 Hereford Library closed for 18 months for building work, compensated by additional opening hours at Belmont and a small temporary library operated at Hereford Town Hall.

The table shows the total number of visits to the Bromyard Centre, which is home to Bromyard Library. Since April 2017 the library is open the same times as the rest of the Centre. At the moment we cannot differentiate between customers visiting to use the library and other services in the Bromyard Centre – refer to issue numbers to give additional information on use.

Another important indicator of library usage is the amount of stock borrowed (library issues). Libraries offer many different services e.g. shared site with Job Centre Plus, provision for children centres, activities, community programmes. However, the most common reason customers say they come to the library is still to borrow books and other items (including DVDs, audio books and large print books).

Table 2: Library issues	Library Issues 2017-18	Library issues 2016-17	Library issues 2015-16	Library issues 2014-15	Library issues 2013-14
Hereford	143,289	72,809	101,493	175,618	191,255
Leominster	92,785	103,224	109,912	114,507	126,836
Ross	85,793	93,319	97,997	106,134	115,550
Ledbury	48,144	51,216	57,545	50,202	62,389
Bromyard	15,721	15,305	17,560	20,582	28,769
Kington	16,235	17,179	17,037	22,967	29,011
Belmont	28,367	46,843	45,877	26,100	24,483
Colwall	12,155	12,017	13,241	13,950	16,684
Weobley	4,789	5,519	4,454	4,114	7,039
Leintwardine	5,147	4,924	5,183	4,706	4,603
Peterchurch	4,087	3,533	3,108	3,586	3,616
Delivered Services	17,968	22,420	22,218	23,155	23,895
Stock Unit	2,223	1,571	5,692	1,304	1,566
Totals	476,703	449,879	501,317	566,925	635,696
eBook issues	2,263	1,205	547	n/a	n/a
eAudio issues	1,256	1,493	426	n/a	n/a
Total issues	480,222	452,477	502,290	566,925	635,696

As well as improving sites and stock, the library service has been actively developing additional services to extend access and help customers to help themselves. This includes Online Reference Library, our eBooks and eAudio service, and the digital local studies website www.herefordshirehistory.org.uk.

2.2 Self-service kiosks

In 2015 the council introduced self-service kiosks at the larger libraries. The below, Table 3 shows the number of self-service “issues” per year:

Library	2017-18	2016-17	2015-16	2014-15	% of items at site issued via self-service 2017-18
Hereford	40,768	16,027	3,203	n/a	28.5%
Leominster	20,417	15,981	2,129	n/a	22.0%
Ross	19,603	14,714	1,791	n/a	22.9%
Ledbury	12,121	9,489	9,972	1,201	25.2%
Bromyard	7,273	1,728	781	n/a	46.3%
Kington	8,022	10,804	2,718	n/a	49.4%
Belmont	5,463	8,390	5,436	n/a	19.3%
Totals	113,667	77,133	26,030	1,201	23.9%

2.3 Use of library computers and library WiFi

Increasingly customers rely on access to computers for studying, information, access to advice and services, and applying for jobs and benefits online. Libraries are one of the few places where customers can use free public computers and can be used as a first step into computer use. Fastershire has been running courses in libraries to help customers learn and improve essential IT skills as part of the county’s digital inclusion programme. The free availability addresses the cost barrier to people going on-line, though there has been a decrease in use potentially linked to the significantly increased superfast broadband in the county through the Fastershire project (currently just over 85% of premises can access a fibre service compared to 0.6% in 2012)

Table 4: Library computers and library WiFi	2017-18	2016-17	2015-16	2014-15	2013-14
Use of library computers (sessions)	42,238	34,352	45,862	54,002	81,765
Use of library WiFi (sessions)	9,431	5,987	n/a	n/a	n/a
Total computer and WiFi sessions	51,669	40,339	45,862	54,002	81,765

The library service has also developed more digital services including notifications and reminders, reservations, payments, reference resources all on-line, library websites and social media accounts to reflect the growth of internet transactions and use.

2.4 Online reservations

The service manages library stock as a county-wide resource, with free reservations. Customers can request titles online and collect from their nearest Herefordshire library. In 2017-18 nearly 67% of items were reserved online.

Table 5: Online reservations	2017-18	2016-17	2015-16	2014-15	2013-14
Total reservations	33,565	35,516	39,018	41,238	43,576
Reservations ordered online	22,402	22,229	25,004	26,285	23,758
% reservations ordered online	66.74%	62.59%	64.08%	63.74%	54.52%

2.5 Library websites and social media

Library websites and social media sites (Facebook and twitter) enable customers to engage and access services in new ways.

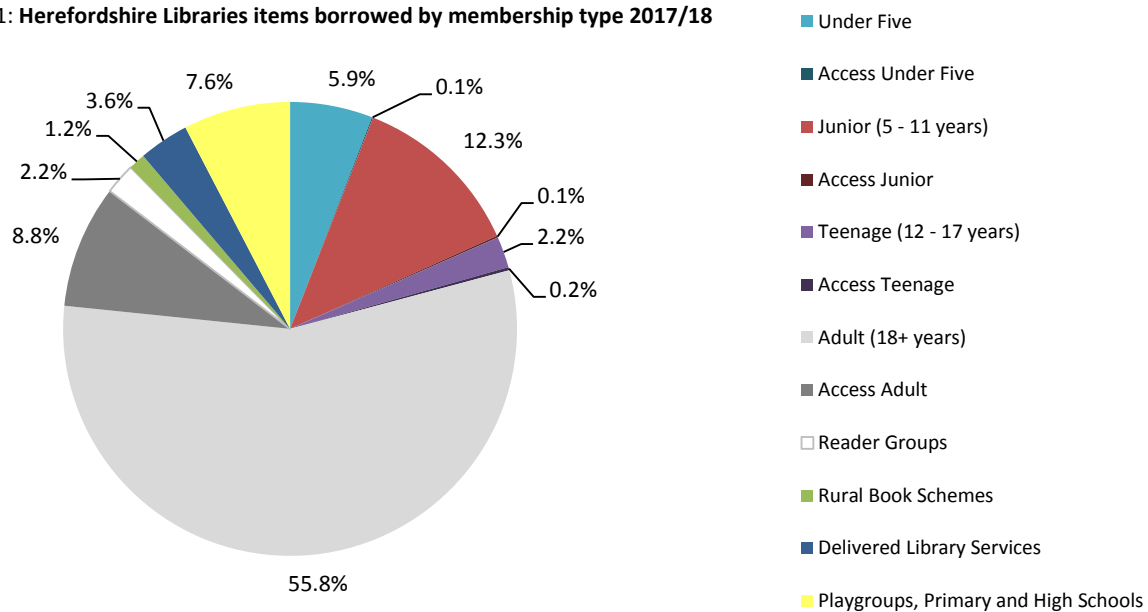
Table 6: Herefordshire Libraries websites usage 2017-18	Users	New users	Sessions	Page views
Library pages on Herefordshire Council website	10,421	5,607	10,255	9,179
Library catalogue (Prism)	18,426	18,121	98,784	208,649
Herefordshire History website (digital local history library)	25,372	23,482	27,241	830,053

Table 7: Herefordshire Libraries social media sites usage 2017-18	Customer engagement
Herefordshire Libraries Facebook account	1,495 likes
Herefordshire History Facebook account	4,073 likes
Herefordshire Libraries Twitter account	3,240 followers

2.6 Profile of Library Users

Libraries are used across age groups- the following chart shows the range of use by age of the library service.

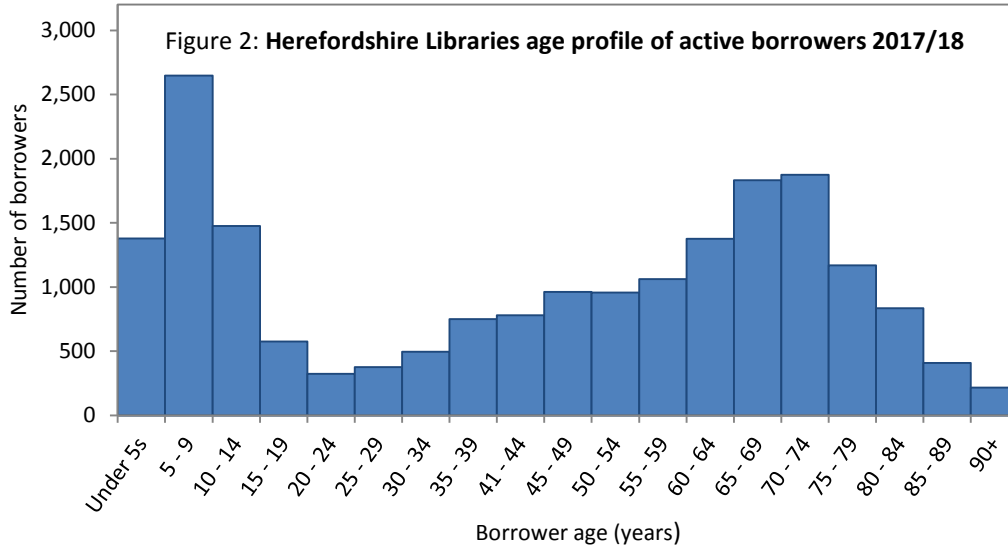
Figure 1: Herefordshire Libraries items borrowed by membership type 2017/18



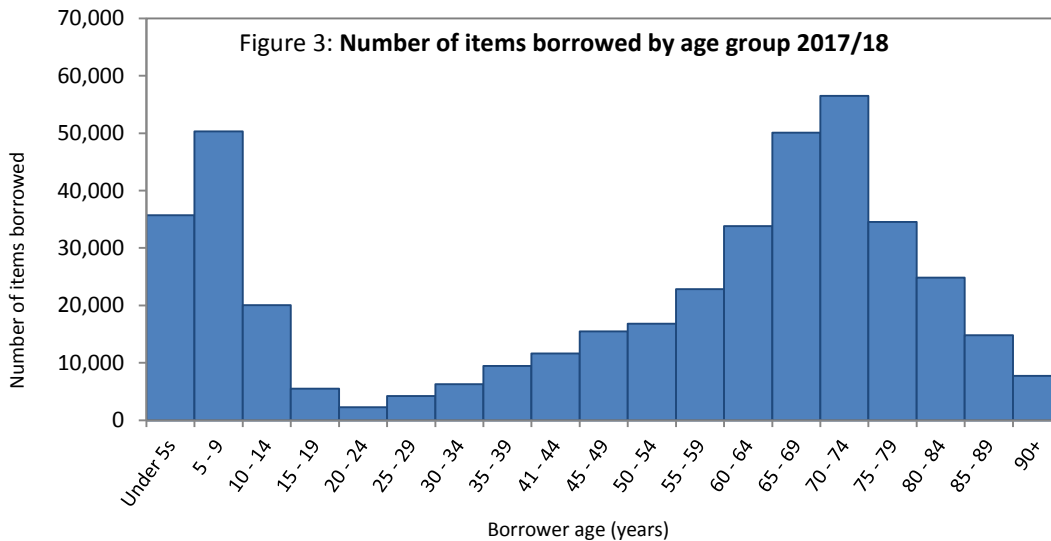
The above chart shows a high percentage of library use by children and young people compared to the number of children in the county population – children 17 years and under accounted for 22.6% of public library loans, whereas 19.0% of the Herefordshire population are aged 17 and under.

The “active borrowers” data gives a good indication of the age groups who use the library service. This data is based on transactions where individuals have supplied a date of birth. This includes borrowers with active status who have loaned at least one item in 2017/18 – it does not include group members, e.g. playgroups, readers groups, rural book schemes, residential homes, etc.

2.7 Herefordshire Libraries age profile of active borrowers 2017/18

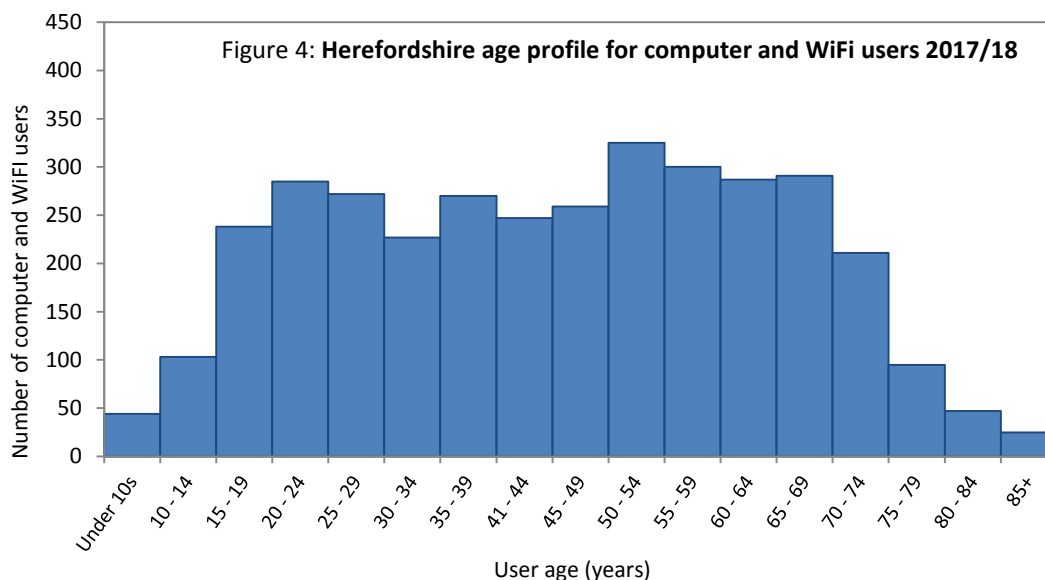


476,703 physical items were borrowed from public libraries in Herefordshire last year. The library loans by borrower age graph below shows how many items each age group borrowed. All age groups borrowed books and other items, but the groups that borrowed multiple items per person were children and over 65s.



2.8 Herefordshire library computer and WiFi use by age 2017/18

The following graph shows the age breakdown of Herefordshire library members who have used a library computer or Wi-Fi in the last two years. This shows that members from across age groups use library ICT, with the highest use by adults aged 15 to 69.



2.9 Schools Library Service

Primary schools can sign-up to a service level agreement (SLA) with the library service for an annual provision including two visits by the schools’ mobile library van. The alternative option is to have a more adhoc arrangement through “topic boxes” on specific areas of interest, known as “pay as you go” (PAYG). This is illustrated below.

Table 8: Primary Schools Library Service	2017	2016
School with SLA	45	50
School purchased PAYG service	4	3
Total schools	49	53
Individual students reached PAYG	2,198	1,999
Individual Students reached via SLA	8,356	9,568
Total students	10,554	11,567
Books borrowed through SLA	35,224	38,072
Books borrowed PAYG	22,728	25,264
Total books issued	57,952	63,336

Note: service is also used by 2 out-of-county primary schools

There is also a service to high schools based on book stock (rather than visits) involving 12 high schools, reaching 13,789 of numbers of pupils on the school roll with 39,655 number of books borrowed.

3. The Museum Service

Over 180,000 historic objects are in the care of the museum service of Herefordshire Council. These collections give an insight into the history, identity and uniqueness of the county. As well as caring and preserving those collections for future generations the museum service also ensures access to an array of artefacts through events, the operation of sites and on-line. The service has been awarded accreditation from the Arts Council.

The focus of the collection is based on understanding Herefordshire’s archaeology, social and natural history. The collections themselves are housed in one of the finest dedicated museum stores in the country, which was established in 2008 supported by major investment by Herefordshire Council and the Heritage Lottery Fund.

3.1 Figures for Black and White House

In April 2017 entrance fees were introduced for the Black and White House to support the sustainability of the service and enable the care of the collections. This has changed the nature of visits (with a drop in attendance) but does mean a significant increase in average spend per visitor and shop user numbers. Table 9 shows the changes in use over the years next to level of income, followed by detail of 2017/18 visit profile. In total there were 10,944 (via public visits, groups, school groups and visits to the shop).

Table 9

Month	Total	Average visitors per Month	Takings for year £	Average takings per month £	Average takings per visitor £
2009	35,665	2,972	4,825	402	0.14
2010	35,113	2,926	5,628	469	0.16
2011	35,075	2,923	5,013	417	0.14
2012	35,562	2,964	5,382	448	0.15
2013	29,700	2,475	4,219	351	0.14
2014	16,662	1,389	1,716	143	0.10
2015	19,014	1,585	2,230	185	0.12
2016	27,806	2,317	5,450.34	454	0.20
2017	10,944	1,094	23,735	1,829	2.16

The following tables show the 2017/18 profiles.

Table 10: Black and White House Public Visits 2017/18	Adults	Children	Under 5s	Total
April	731	139	0	870
May	773	69	16	858
June	558	41	8	607
July	648	66	17	731
August	848	206	31	1085
September	807	56	9	872
October	603	74	18	695
November	433	29	12	474
December	237	33	3	273
March	620	49	19	688
Total	6,258	762	133	7,153

Table 11: Black and White House School Visits 2017/18	Adults	Children	Total
April	0	0	0
May	5	37	42
June	10	69	79
July	12	85	97
August	0	0	0
September	5	26	31
October	3	18	21
November	18	87	105
December	0	0	0
March	0	0	0
Total	53	322	375

Table 12: Black and White House Group Visits 2017/18	Adults	Children	Total
April	0	0	0
May	35	4	39
June	22	0	22
July	0	0	0
August	2	3	5
September	12	0	12
October	20	0	20
November	0	0	0
December	5	3	8
March	31	7	38
Total	127	17	144

Table 13: Black and White House Total Visits 2017/18	Adults	Children	Shoppers	Total
April	731	139	470	1340
May	813	126	417	1356
June	590	118	307	1015
July	660	168	357	1185
August	850	240	441	1531
September	824	91	296	1211
October	626	110	264	1000
November	451	128	225	804
December	242	39	180	461
March	651	75	315	1041
Total	6,438	1,234	3,272	10,944

3.2 The Museum and Art Gallery

The outlet for viewing the wider history of Herefordshire through a range of museum collections along with special exhibitions is the Museum and Art Gallery at Broad Street in Hereford. There has been some period of closure due to works on site so the following tables show the months the museum and art gallery were open. These figures are largely in-line with previous years if accounting for the closed months. This is a free service now largely staffed by volunteers.

Table 14: Hereford Museum and Art Gallery Visits 2017/18	Open Days	Adults	Children	Total
July	18	935	312	1247
August	23	1289	593	1882
September	22	835	137	972
October	25	1575	224	1799
November	23	836	111	947
December	5	83	15	98
February	17	950	343	1293
March	24	1761	414	2175
Total	157	8264	2149	10,413

3.3 The Museum Resource and Learning Centre and collections (MRLC)

The MRLC as referenced above is where the county collections are stored. It also provides a place for school visits, research centre, workshop and talks. The figures for 2017-18 are as below – the majority of sessions are chargeable with target income set for the service:

- Young people/students (16-18 years) = 155
- School children sessions = 457
- Adult workshops/tours/talks/collections = 573

In addition the service will show collections in “outreach venues”. For 2017/18 this included:

- Hereford City shops - Ferrous displays – at least 90,000+ visitors (3 weeks)
- Blenheim Palace – 70,000 visitors (5 months)
- Cathedral, Forest Charter exhibition – c.15,000 visitors (5 months)

4. The Archive Service

The Archive Service based at HARC (Herefordshire Archive and Records Centre) holds in the region of 7,800 archive collections occupying over two miles of shelving, with archives dating back as far as the twelfth century.

Herefordshire Council took the step to create a purpose built centre for archives which opened in 2015, which has been recognised for its innovation and quality through numerous awards. The core purpose in creating the building was to improve the visitor experience when researching the collections along with providing the right environment for the longevity of archives.

The service also has a role in conservation of the archives and records, repairing damage created in the past and preventing any further deterioration. The service also runs events to raise awareness of the archives, using them as a source of education and learning. Increasingly the archives are being made available on-line to support people’s access if unable to travel to HARC.

HARC is accredited by the National Archives and is designated a place of deposit for the custody of public record. It is also the designated Diocesan Record Office.

Records held fall into the following categories:

Diocesan covers parishes in Herefordshire, South Shropshire, and parts of Worcestershire, Monmouthshire and Powys.

Parish - registers and records of Church of England parishes within the county of Herefordshire, as well as those of several parishes outside the county.

Local Government - the historic records of Herefordshire Council, and its predecessors; also Hereford City and Leominster Borough, as well as district and parish councils.

Private – these form a large portion of the holdings and relate to all aspects of the history and development of the geographical county of Herefordshire, and its inhabitants.

Public - The National Archives has designated Herefordshire Archive Service as a Place of Deposit for public records.

4.1 Use of HARC and the Archives

The archive service is the principal service at HARC, though the centre also includes the archaeology unit, the historic environment records and the biological records with their respective teams. It has also become the planning search centre, the council’s data centre, and recently available office space has been adapted to accommodate a multi-agency-office (MAO) to make the most of the building.

Table 15 shows the user numbers relating to the Archive Service between 2016 and 2017. There is a reduced number of in person visits using the Search Room balanced with increase in distance enquiries – this can relate to two elements in that people visited in 2016 as curious to see the new build and in 2017 more provision made on line to access the archives.

Table 15: Use of HARC	2016	2017
Search room visits	3,156	2,889
Talks, exhibitions, etc.	4,601	7,108
Distance enquiries	2,523	3,317

The Archive Service charges for its services – see [link](#) to the council website for charging breakdown.

5. Resourcing the Services

The table below gives a break-down of costs of running the services.

Sites and Services	Rent	Rates	Utilities	Revenue Budget	Income	Staffing	County Book Fund	Total
Hereford Library & Museum		21,708	10,606	2,822	-27,912	149,314	57,900	214,438
Ross Library	- 19,300	21,553	8,496	1,795	-14,552	112,491	25,090	135,573
Leominster Library	188	24,908	7,973	1,688	-17,067	127,611	30,880	176,181
Ledbury Library		7,107	8,611	4,796	-15,172	47,131	13,363	65,836
Kington Library		5,825	3,478	141	-1,440	18,588	7,916	34,508
Bromyard Library				18,038	-1,382	4,276	6,215	27,147
Schools / Delivered Library				11,401	-66,093	100,036	31,771	77,115
Community libraries	1,029				-13,637		15,494	2,886
County Library Team				91,569		211,615	17,370	320,554
Black and White House		7,511	690	12,600	-40,800	53,221		33,222
Heritage Management / collections		38,320	2,318	10,430	-14,016	69,481		106,533
HARC / Archive Service		167,063	24,816	20,530	-28,545	240,150		424,014
MLA Management Costs				5,524		104,458		109,982
Grand Total	-18,083	293,995	66,988	181,334	-240,616	1,238,372	205,999	1,727,989

Notes:

- Figures are rounded up.
- Site costs are based on actuals for 2017/18 financial year and revenue based on 2018/19 budget.
- The staffing for market town libraries is the north and south teams which work flexibly across sites. North: Kington and Leominster; South: Ledbury, Ross and Colwall.
- Rates for Hereford Library are typical for the year. Rates suspended due to not being open.
- Community libraries – a high level of income is shown because the council receive an income from Colwall Parish Council to cover for staffing. Small levels of income are from stock charges. Not shown is the contribution from the county library service to the community libraries for stock management, training and IT access.
- The county book fund is one budget but shown here as divided between the sites and services to give the value of operating costs.
- The cost of running the county courier service is included in the delivered services costs as an integrated cost.