

General Overview and Scrutiny Committee

27th September 2016

Customer Services and Libraries

Overview

- Cabinet on 13th October
- Savings plan outlined in the MTFS
- Total savings target: £760k of £1.8m budget
- Services in scope:
 - Customer Services
 - Libraries
 - County Library Service including support for community libraries
 - Delivered Library Service
 - Schools Library Service

National picture

Trends

- Decrease in library use
- Increase digital use, wifi access
- Demands of safeguarding
- Concept of public sector customer services

Library use in England fell dramatically over last decade, figures show

Readers making use of the service fell by 30.7% overall since 2005, although poorer readers' usage has not shown any decline

£0.15

per web transaction

£2.83

per phone transaction

£8.62

per face to face transaction

Lancashire council to close more than 20 libraries

Despite more than 7,000 responses to a recent consultation on library cuts, county council confirms more than 20 closures, with others left unstaffed



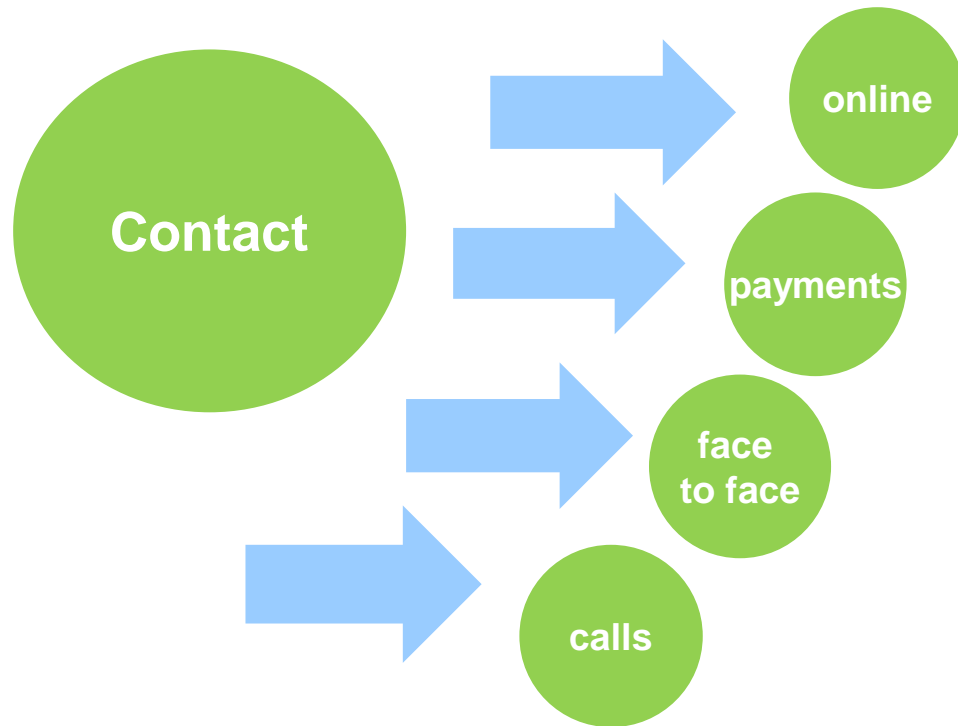
Swindon set to close 11 of its 15 libraries



Local government response

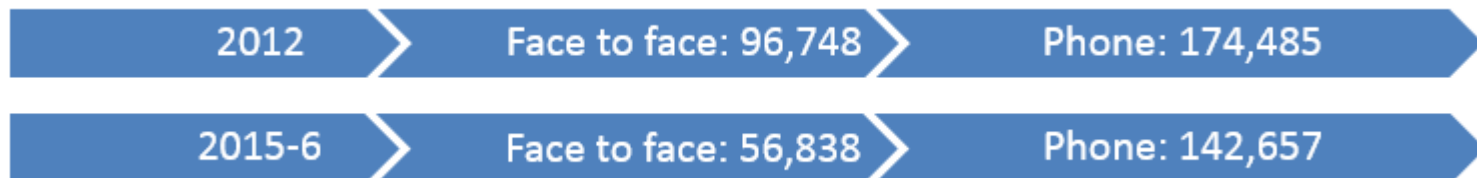
- Rationalisation of sites
- Review the library “offer”
- Great links with health and well being
- Reduce the need to contact council
- Services on-line

Contact where relevant



Activity to date:

- Reduced opening hours
- 50% less staff since 2013
- Automated calls
- Environment Health calls
- Balfour take their calls
- Payments on line
- Promotion of “do it on-line”
- Self-serve library kiosk
- New website planned
- Appointments
- Cashless
- Well being centre at Kington
- New Library in Ledbury
- Refurbished Hereford Library



Decision making evidence

- Value for money
- Use of the service – facts and figures
- Public consultation
- Needs and impact assessment
- Future opportunities
- Legal requirement

Budget overview

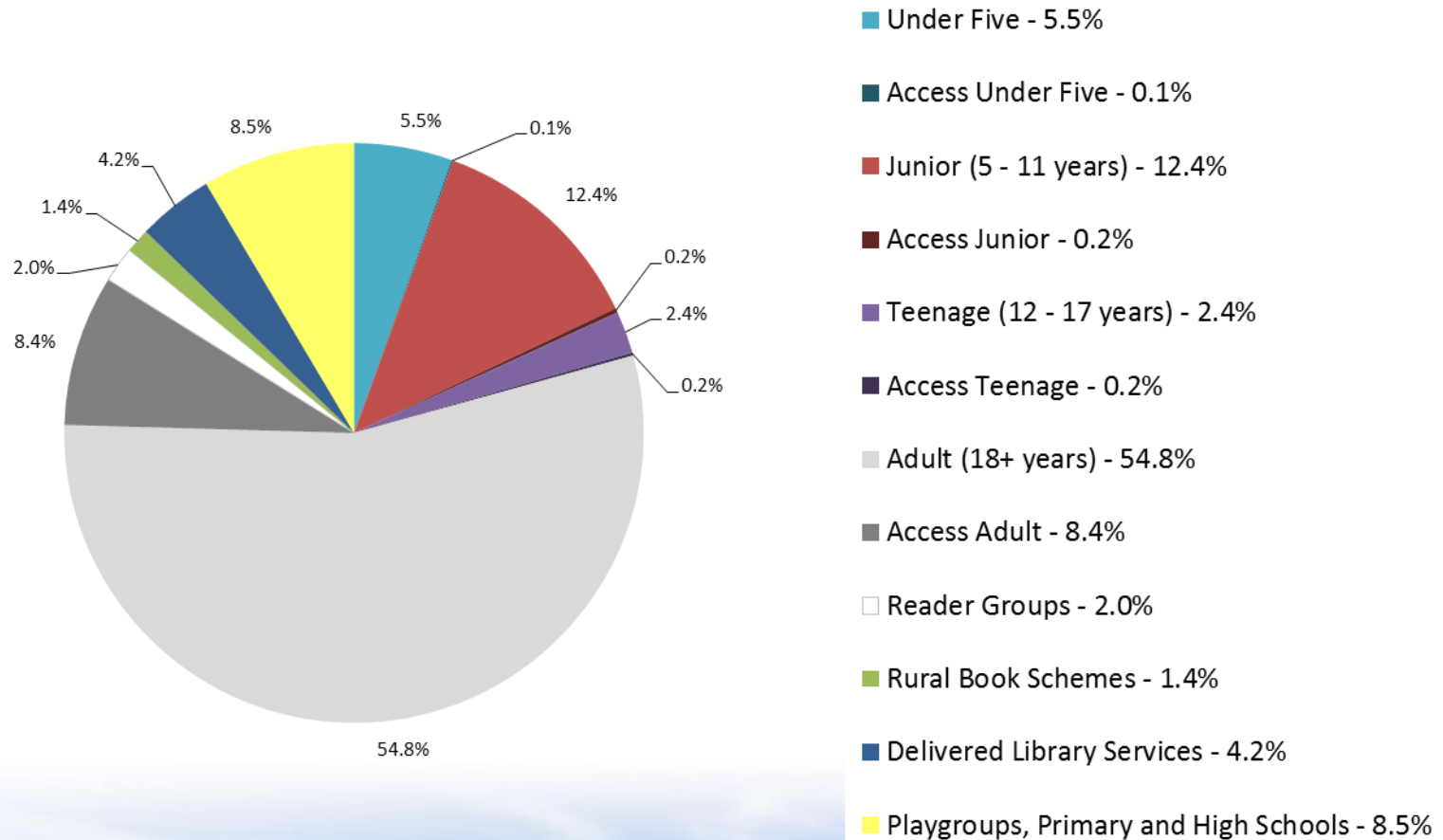
Sites and Services	Rent	Rates	Utilities	Revenue (sites)	Income	Staffing	County Book Fund	Total
Hereford Library	0	30,805	17,790	1,835	-26,981	151,859	62,416	237,725
Ross	-19,300	24,404	13,006	580	-14,068	151,667	29,459	185,748
Leominster	200	25,636	7,858	1,302	-16,499	163,382	37,858	219,737
Ledbury	0	0	556	5,164	-14,730	51,690	15,440	58,120
Belmont	5,960	0	0	0	-1,658	14,269	10,688	29,259
Kington	0	7,080	3,732	110	-1,500	0	9,147	18,569
Bromyard	0	0	0	9,065	-1,530	31,867	7,182	46,584
Delivered Library Services	0	0	0	9,175	-92	94,717	12,769	116,569
Schools Library Service	0	0	0	18,430	-66,000	40,121	13,000	5,551
Community libraries	1,030	4,620	6,170	0	-13,597	36,577	20,556	55,355
Courier Service	0	0	0	25,500	0	0	0	25,500
Franklin House	40,000	24,998	27,430	26,112	-40,978	479,508	0	557,070
County Library Team	0	0	0	10,135	0	198,033	17,485	225,653
IT Costs	0	0	0	103,300	0	0	0	103,300
Grand Total	27,890	117,543	76,542	210,708	-197,633	1,413,690	236,000	1,884,740

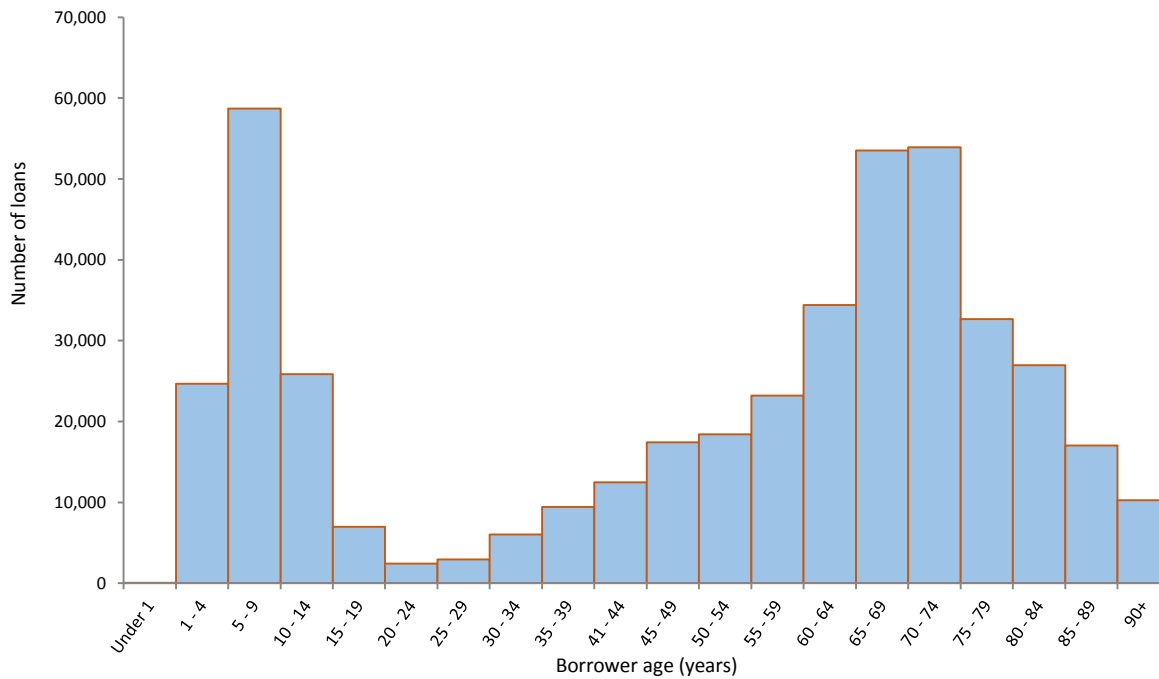
Use of libraries

Library	Hours open per week	Visits per year	Visits per hour	Loans per year	Items reserved per year	No. of public computers	Computer sessions per year	Computer hours per year
Hereford / Town Hall	37	96,692	50	101,493	8,677	18 / 0	11,594	7,824
<i>Hereford 2014-15</i>	<i>37</i>	<i>184,434</i>	<i>96</i>	<i>175,638</i>	<i>11,840</i>	<i>18</i>	<i>25,359</i>	<i>15,555</i>
Leominster	35.5	102,211	55	109,912	6,984	12	11,775	8,424
Ross-on-Wye	35.5	103,683	56	97,997	7,093	11	10,139	6,991
Ledbury	32.5	110,450	65	57,545	3,870	5	4,311	3,126
Belmont	38	34,697	22	45,877	4,084	2	2,105	1,031
<i>Belmont 2014-15</i>	<i>22.5</i>	<i>22,527</i>	<i>19</i>	<i>26,100</i>	<i>2,390</i>	<i>2</i>	<i>1,028</i>	<i>849</i>
Kington	18	20,769	22	17,037	1,880	7	2,265	3,302
Bromyard	24	12,448	9	17,560	1,769	7	2,114	1,459
Colwall	15.5	11,138	15	13,241	1,482	5	1,324	1,194
Leintwardine	9.5	2,769	7	5,183	563	1	77	49
Weobley	6	2,491	8	4,454	482	3	152	355
Peterchurch	10	1,890	4	3,108	429	0	n/a	n/a
Delivered Services	n/a	1,607	n/a	22,218	2,161	0	n/a	n/a
Stock Unit	n/a	n/a	n/a	15,968	315	0	n/a	n/a
Herefordshire	261.5	500,845	314	511,593	39,789	71	45,856	33,755

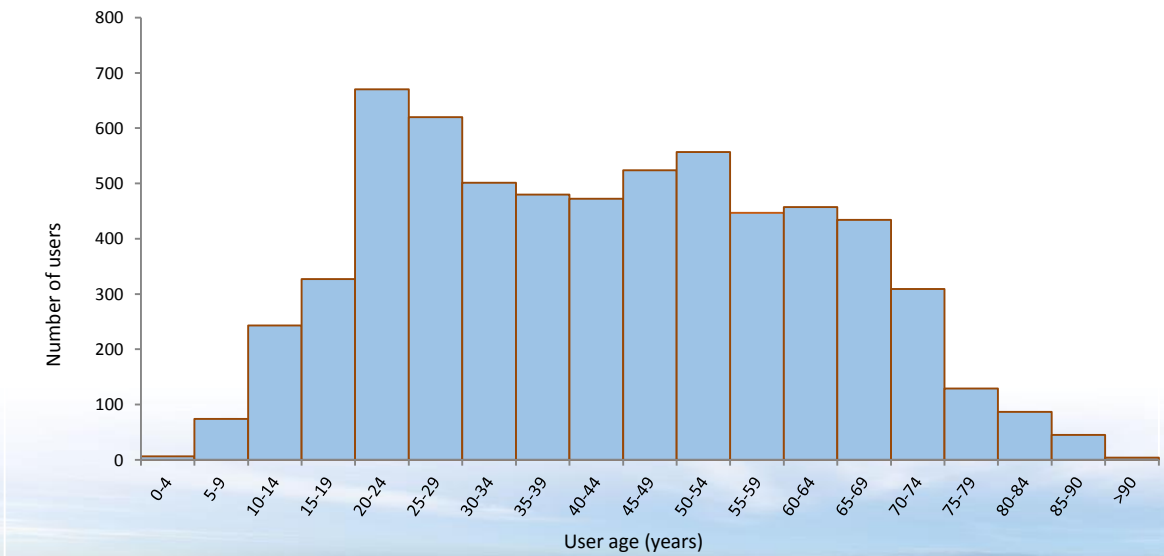
Visits per hour based on average hours open per week 2015-16 (some sites increased opening hours part way through the year)

Loans by borrower type





Loans by borrower age 2015-16



Age profile of computer and wifi users 2015-16

Support for benefits and payments

Site	Total face to face
Hereford	62,899
Ledbury	5,105
Leominster	11,485
Ross	7,907
Bromyard	3,197
Kington	2,301

Payments no.	Payments %	Benefits queries no.	Benefits queries %.
22,842	36%	9,496	15%
2,683	53%	816	16%
4,721	41%	3,330	29%
2,378	30%	2,293	29%
1,609	50%	351	11%
1,823	79%	184	8%

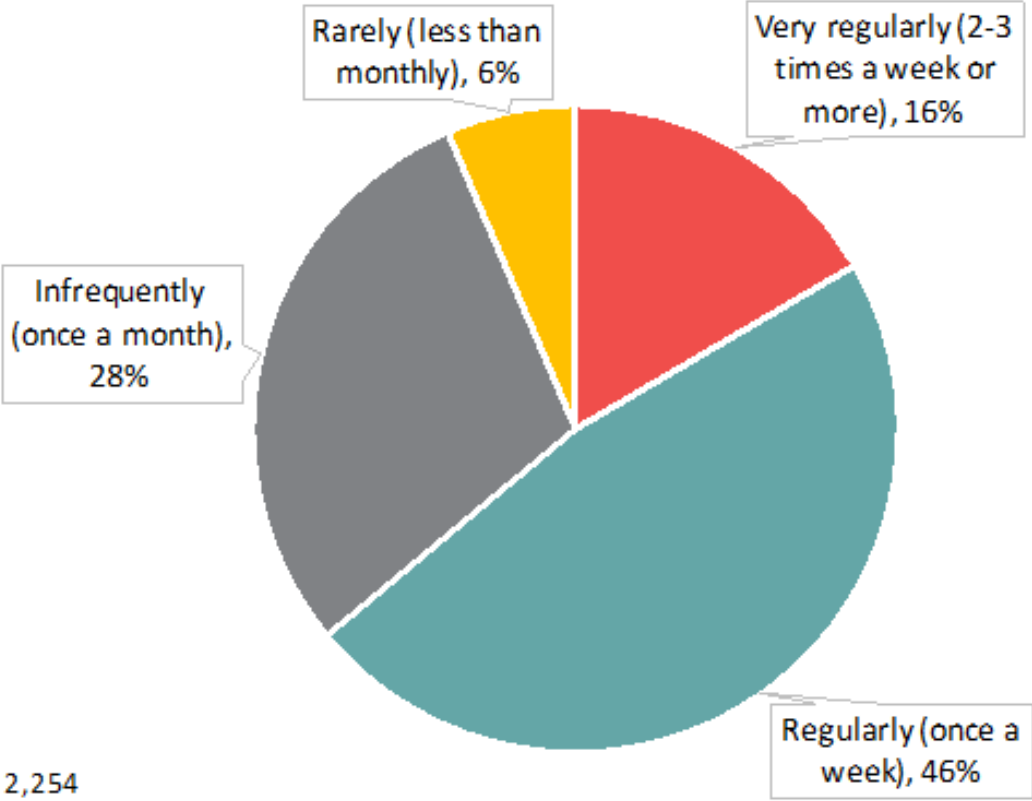
Public consultation

There were **2,254** responses to the user survey: just over a **1,000** online; **71** face to face interviews in most of the library and customer service centres; the rest were paper surveys from all of the library and customer service centres in Herefordshire. **140** online and face to face interviews for non-user responses.

Which location did you visit? (tick all that apply)	Number	2016 %	2013 %
Hereford Library (Broad Street or Town Hall)	702	31	34
Leominster Centre	667	30	14*
Ross Centre	492	22	15
Ledbury Centre (Master's House)	335	15	14*
Belmont Library	279	12	6
Hereford Centre (Franklin House)	142	6	7
Kington Centre	129	6	6
Bromyard Centre	111	5	4
Colwall Library	55	2	4
Leintwardine Library	36	2	2
Weobley Library	32	1	2
Peterchurch Library	19	1	<1
Total responses	2,233	99%	
Not answered	21	1%	
Base	2,254		

*2013 Only library services provided.

How often do you use any library / customer service centre?

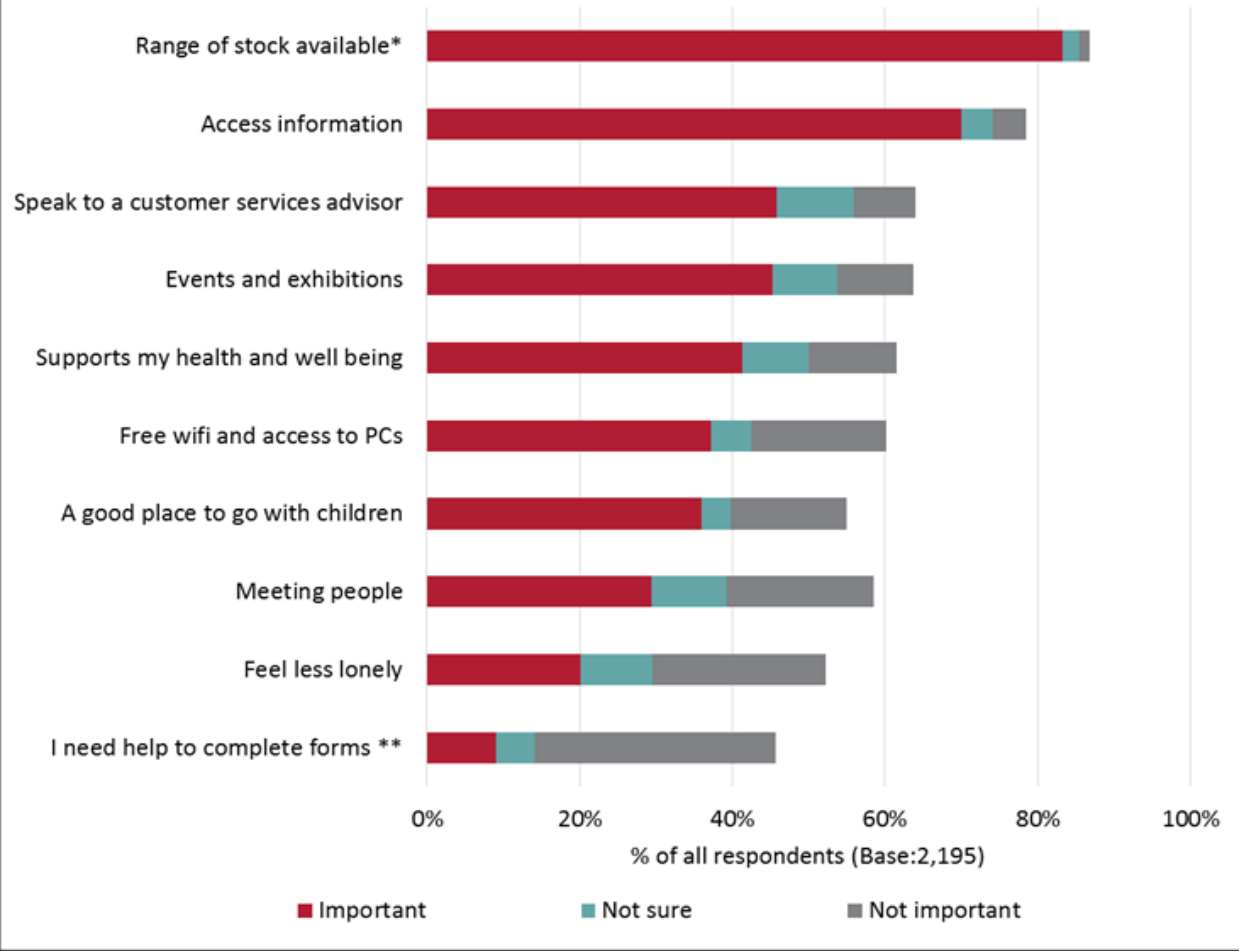


Base: 2,254

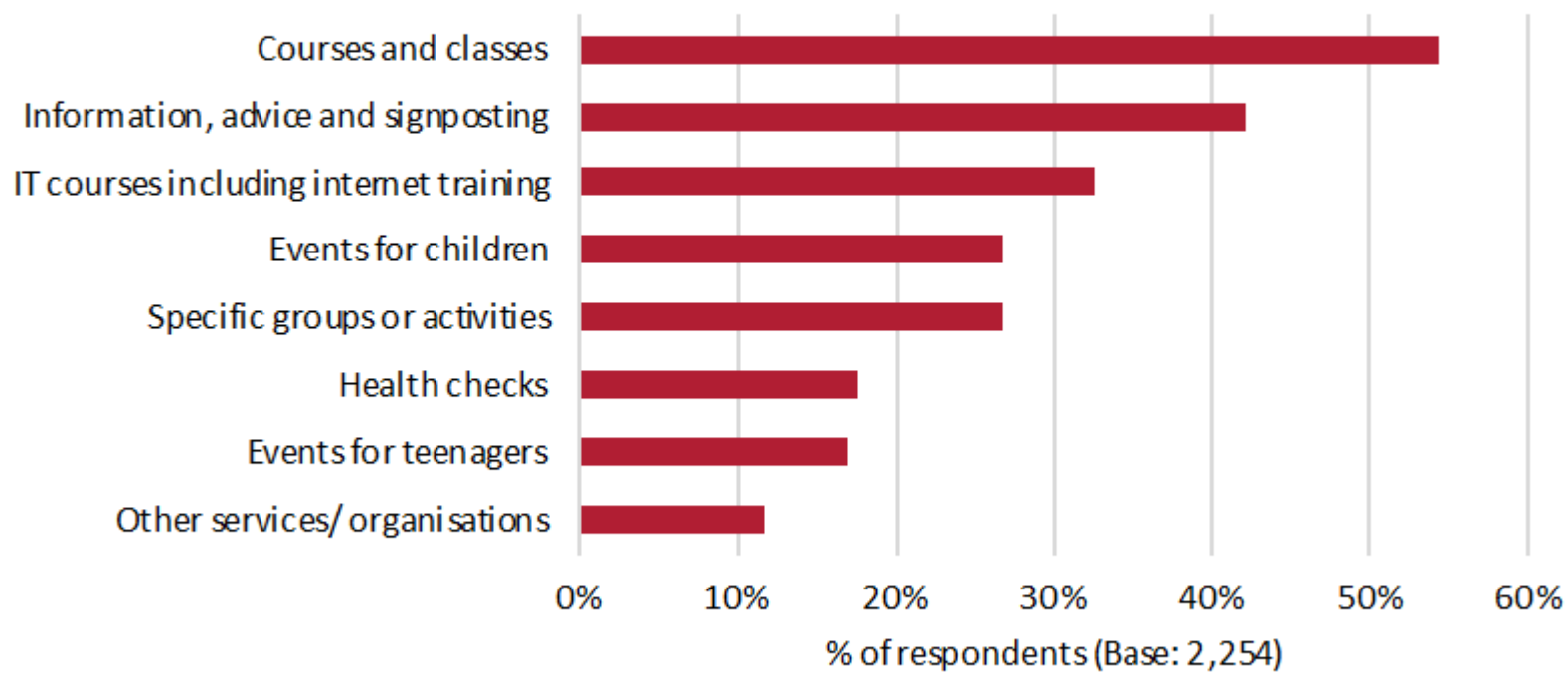
What do you generally use a library or customer service centre for? (tick all that apply)	Number	2016%	2013 %
Borrow, renew or return a book or other item	1,985	88	*
Order a book	1,009	45	*
Obtain information	932	41	6
Pay a bill or access a council service (e.g. query on Council Tax, bus pass, blue badge, etc)	597	26	6
Research	546	24	15
Other reason (please specify)	491	22	11
Use the public access computers	416	18	13
Attend an event (e.g. bounce and rhyme, summer reading challenge, health event, workshop)	365	16	not asked
Use the <u>Wi-fi</u>	191	8	not asked
Speak to an advisor (e.g. home point, planning, welfare, SSAFA)	156	7	6
Visit to Job Centre Plus (Ross only)	20	1	not asked
Total responses	2,227	99	
Not answered	27	1	
Base	2,254		

* The options in the 2013 survey were slightly different here: 'borrow a book or another item' (69% of respondents) and 'renew or return a book/item' (55%)

What is important to you about customer services and libraries? (tick all that apply)



What else would you like to be able to use or do at the library/ customer services centre? (tick all that apply)

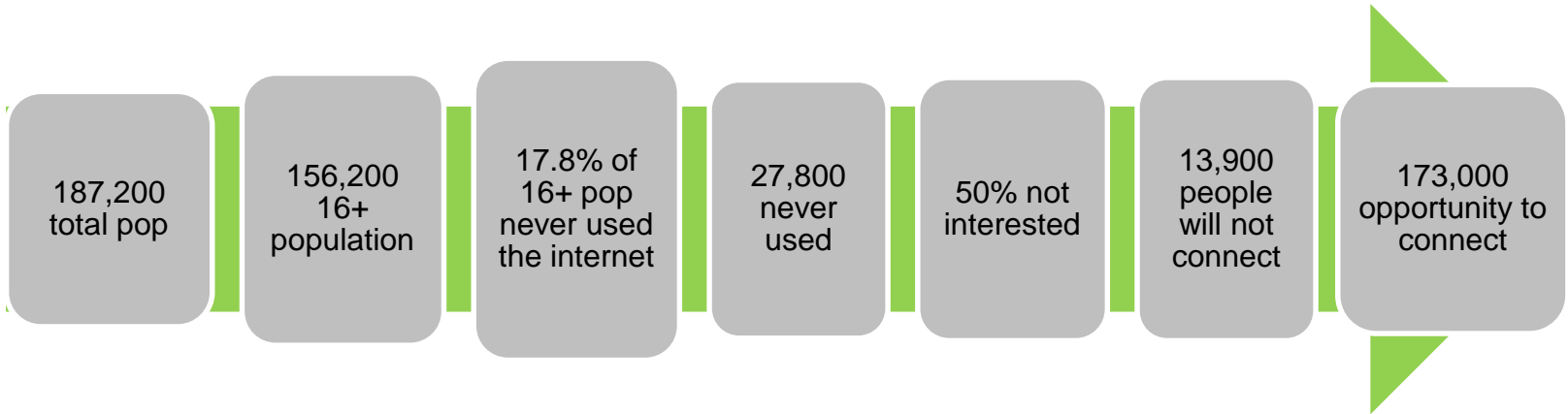


How do you access the following services? (% of non uses respondents)	Access via the council's website	Access elsewhere	Don't use/need	Row total
Books for adults	1	63	26	91
Books for children	1	36	53	90
DVDs & CDs	1	59	30	90
Newspapers & magazines	1	62	27	91
Events/activities	9	64	16	91
Study/research	4	61	24	90
Pay a bill to the council	25	51	14	91
Apply to the council (blue badge, planning, benefits)	24	21	44	90
Contact the council	42	31	18	91
Access information and advice	35	41	11	89
Other	4	9	18	32
Other (please specify)	0	0	13	13
Total responses				95
Not answered				6
Base = 140 respondents				

Opportunities and equalities



On-line



Reasons for households not having internet access, 2015

	%
Don't need internet (not useful, not interesting, etc)	53
Lack of skills	31
Equipment costs too high	14
Access costs too high (telephone, broadband subscription)	12
Have access to the internet elsewhere	7
Privacy or security concerns	5
Physical or sensorial disability	5
Other reason	14

Internet Access - Households and Individuals 2015, Office for National Statistics, 6 August 2015

Legal Position

“A comprehensive service cannot mean that every resident lives close to a library. This has never been the case. Comprehensive has therefore been taken to mean delivering a service that is accessible to all residents using reasonable means, including digital technologies. An efficient service must make the best use of the assets available in order to meet its core objectives and vision, recognising the constraints on council resources. Decisions about the Service must be embedded within a clear strategic framework which draws upon evidence about needs and aspirations across the diverse communities of the borough”.

Bailey v London Borough of Brent
[2011] EWHC 2572 (Admin)

Impact assessment
relating to the wider
community need

Options:

Option 1 - Savings programme

Option 2 - Centralised service

Option 3 - Retained libraries and central customer services

Option 4 - Enhanced service

Longer term:

Hereford Library

Leominster Library

Outsourced service

Library and Customer Services Plan